INFORMANT

JANUARY, 1952 "Say to the prisoners, Go forth."—Isa. 49: 9. BROOKLYN, N. Y.

Tell the People "Until Cities Be Waste Without Inhabitant"

4-Month Campaign to Highlight *Watchtower*

Be Prepared to Present *The Watchtower* Effectively

[1] Jehovah's King and kingdom are here! The judgment is on! Nearer! nearer! draws the final day when Satan's entire organization will be made a desolation and waste. Who will tell this good news? Who will sound the warning? Even as Isaiah of old, thousands of God's servants whose lips have been cleansed now cry out, "Here am I; send me!" And to those thousands of servants plain and unmistakable is Jehovah's command to go and tell the people "until cities be waste without inhabitant, and houses without man, and the land become utterly waste" —Isa. 6: 11, *AS*.

[2] While the cities are still inhabited and opportunity yet remains, God's faithful servants will continue telling the people by presenting *The Watchtower* from house to house to all persons during the next four months. This will be offered on a subscription basis of $1 a year. Any three booklets will be given as a premium. Those who wish may offer both *The Watchtower* and *Awake!* on a subscription basis of $2 a year, along with a premium of six booklets. The *Awake!* can be offered to those already subscribing for *The Watchtower*. A list of the many languages in which *The Watchtower* is printed can be found on the inside of the front cover. The campaign quota is 2 for each company publisher, and 16 for each pioneer.

Individual Preparation Essential

[3] Are you prepared to present *The Watchtower?* Do you know what it contains? Can you show and prove its tremendous value? Are you subscription conscious? For your answer to be Yes, individual preparation is essential. Prepare by reading *The Watchtower* and noting outstanding points and questions of interest in the issue you are illustrating at the door. Call attention to the various attractive features. Note that it is the only magazine announcing God's kingdom; that it has over a million and a quarter circulation; that a year's subscription represents a volume of 768 pages.

[4] Individual preparation will include having the mind think positively and confidently. Do this by preparing and practicing a presentation orally with members of the family or other brothers. Make definite arrangements to engage in field service some time during the week. Be on time at the contact points. For greater results, get an early start and plan to stay longer in the field. Where sample copies are placed, call back to get subscriptions. Publishers should also call back on all subscribers and leave with them the current issue as it comes out until their magazine begins to come through the mail. The main objective in calling back is to arrange to start a study. Fill out all subscription forms correctly and plainly and thus avoid many difficulties later. Every publisher should himself be a *Watchtower* subscriber and thus have his own personal copy and also have his name and address on file at the Society.

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Around the World with Jehovah's Witnesses

Beginning with this issue of the **Informant**, "Around the World with Jehovah's Witnesses" will be a regular feature, and will be based on the experiences appearing in the **Yearbook**. A consideration of these will not only be enjoyable but very profitable. It will give us practical examples which will in turn help us to be more efficient, more appreciative and more zealous publishers. Suggestions will be given for good, lively, interesting discussions and demonstrations for two meetings each month. At these demonstrations two or three brothers (or sisters) will talk about or demonstrate the experiences. One may speak as though he lived in the country under discussion and another may ask questions and elaborate on the comments. If time permits, other information rel-

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Unassigned Territory to Be Worked

Is witnessing being done in all territory in the United States now? Many thousands assembled in convention at Washington, D. C., October 12-14, 1951, were surprised to learn that of 3,062 counties in the United States, almost 50 per cent of them, or a total of 1,469 counties, are completely unworked or receiving only partial attention. That means millions of persons in the United States are not being served from the theocratic table Jehovah has provided for all persons of good will.

That this is soon to be changed was manifest to all when at the close of the assembly the Society's president advised that an arrangement would be made by the Society so that company publishers and pioneers could work this territory during June, July, and August, 1952. The vast audience with one accord enthusiastically applauded the opportunity.

The Society will soon be sending to each company and pioneer a complete list of unassigned territory, an application blank for selecting territory desired and instructions covering the work in unassigned territory during this special campaign. The company servant should schedule this material for discussion at the service meeting immediately, assemble the information desired and forward the company's request for a share in this special work to this office by February 1, 1952. Pioneers who will work with the company should not submit an application, for they should be included in the company's request.

Around the World . . . (*Cont'd*)

ative to the country and the service work there may be included. The important thing is to bring out the point or highlight the theme as mentioned in this column, thus helping all to see that "it can be done".

"Preach . . . in troublesome season"

The increasing intensity of the East-West conflict and the spreading of totalitarian restraints means more and more of 'preaching the Word in troublesome season' for Jehovah's ministers, for they are determined to remain true to their commission regardless of what the Devil's agents may bring against them. (2 Tim. 4:2, *NW*) The 1952 *Yearbook* contains many examples of such preaching in troublesome season.

During the past service year the police in Hungary occupied the branch office, carried off the brothers to unknown destinations and appropriated the equipment. Did that stop the witness work there? Not at all. In spite of such troublesome season, our brothers continue "courageous and spiritually strong", and preach the Word with their Bibles, among their number being 21 pioneers. (155, 156)

Our brothers in the Belgian Congo are setting a like example. Isolated reports filtering through tell of deportations, imprisonments, beatings and other ill treatment endured by God's ministers there. Through it all they are continuing to preach the Word, and the good news of the Kingdom is being heard by ever-increasing numbers. (189, 190)

And Paul's injunction to preach in troublesome season is also being carried out in the Dominican Republic, where "the faith of those who want to serve Jehovah is being tested and tried from every angle" and where even walking on the street with the Watchtower publications in one's possession is an offense against the state. (123-125) Surely the faithful example of our brothers in such lands should stimulate all who can still preach in favorable season to greater zeal.

Youthful Witnesses

That theocratically trained children, and even those of good will, are having a share in the witness work is another fact that is forcibly brought home to us as we go round the world with Jehovah's witnesses by means of our 1952 *Yearbook*.

The report from Brazil tells of a 10-year-old boy being instrumental in bringing his parents out from the prison house. (92) An experience telling of how a 13-year-old girl amazed a gentleman with her Scriptural presentation is found in the report on the Saar. (139) And the report on the Netherlands West Indies calls particular attention to the activities of the children and the part they are having in the increase. For instance, there the Gilead missionaries have found it profitable to take young publishers with them to home Bible studies. The answers these children give to Bible questions often amaze the new persons of good will and cause them to speak up also. (177) What are our youthful ministers doing? And what are we doing to help them to have a share in the expansion?

The above merely gives the gist or pith of the material to be used. For completely developing it and rounding it out as to details, local color, etc., please see the *Yearbook*. The page numbers are given in parentheses ( ) for this purpose.

Presenting THE GOOD NEWS

By Placing the *Watchtower* Offer

With another world-wide *Watchtower* campaign here, all of Jehovah's witnesses should be making preparations to make this campaign the greatest yet. So to aid in this preparation, a few examples are here presented from the January 1, 1952, *Watchtower*.

Using the "Purpose of *The Watchtower*" on the inside of the cover, one might give a witness like this: "Note a few points about the purpose of *The Watchtower*. It is founded on God's Word, the Bible. This elevates it above racial, national and political propagandas and prejudices and frees it from selfish bias. Its message advances as the light on God's purposes and works increases. (Quote Habakkuk 2:1-3.) This journal does not parrot the old fable about history repeating itself, but sees in present conditions the world's time of the end and the best of times in a new world of righteousness to follow. This publication does not interpret Bible prophecy, but sets it alongside physical events and lets the prophecy interpret itself. *The Watchtower* is a vital publication for everyone who wants to keep a watch on current conditions and the Bible prophecies to which they are related."

The "Questions from Readers" section can be used thus: "*The Watchtower* will actually answer *your* Bible questions, for a section of the magazine is devoted to questions from the readers. For instance, did you ever wonder if Jesus knew, while yet a child, that he was to be the Messiah and that he had formerly existed as a spirit creature, the Logos? Well, that question is answered in this issue."

Often, objections can be overcome by being familiar with the material in the issue you have. For instance, if someone states, "Oh, I go to the church down the street every Sunday," you could reply, "I'm glad to know that. But is that enough? Let me read you paragraphs 12 and 13 of the article, 'Organizing for the Ministry,' and see if you don't agree with them. (Read) Now the purpose of *The Watchtower* is to come into your home twice a month and provide the material that will help you work toward the point of helping others to take in life-giving knowledge."

We should familiarize ourselves with more of these features of interest, because the main articles, their questions and the information on the inside of the cover, such as the list of languages, number of copies printed, table of contents and Bible translations used, can often be employed with telling effect.

Tell the People . . . (*Cont'd*)

[5] The various servant departments should keep the campaign activity in steady motion. Publishers should note good points in demonstrations for effectively presenting *The Watchtower* and overcoming objections. Have the experienced publishers work with the inexperienced, assisting them to become more mature publishers. Also help the irregular to become regular. Every effort should be made on the part of all publishers to have a share in the *Watchtower* campaign.

[6] The days of Satan's organization are numbered. God's undeserved kindness toward this marked and doomed generation will not continue indefinitely. Jehovah's command to his servants now is to go and tell the people of his King and kingdom and the nearness of his day of vengeance. Redeem the time! Help the prisoners to go forth by taking *The Watchtower* into every home while they are still with inhabitants.

YOUR SERVICE MEETING

All Kingdom publishers appreciating the true value of "The Watchtower" will want to present it effectively and obtain as many subscriptions as possible. For maximum results, each publisher should prepare to regularly engage in door-to-door work. By having in mind the opening words and general outline of what is to be said, publishers will be confident at the door. It means preparing in advance. The following demonstrations offer suggestions as to how a publisher can prepare to have a full part in the campaign and assist others to have a share in it.

SCENE ONE: (3 minutes) Sister at door presents "Watchtower" offer.

Part 1 Mentions perilous times, and introduces "The Watchtower" as an aid to daily living. Householder says he (or she) is not interested, and is very busy and gets all information he wants about world events from "Picture" magazine, which gives him a quick and comprehensive view of world situation.

Part 2 Witness then goes to another home, where the lady of the house says that she cares for all her religious needs through her church magazine, "Clergy Weekly."

SCENE TWO: (10 minutes) Witness walks home dejectedly.

Talking to herself, "I know 'The Watchtower' is far superior to those magazines, but I just wish I could put it into words." As she sits there comparing some worldly magazines with "The Watchtower", two brothers (or sisters), one labeled "Picture" and the other "Clergy Weekly", approach from one side of the stage toward a brother (or sister) labeled "The Watchtower", who approaches from the other side.

Here, near the middle of the platform, an argument ensues, "Picture" arguing that he brings actual views of life as it exists so his readers can see conditions; three million people see weekly the horrors of war and terrible conditions in the world. Argument goes back and forth, "Picture" answering "Watchtower's" argument by saying he shows the efforts of U. N. and others to bring peace. "Watchtower" says he tells his readers how these conditions fit the prophecies, he gives a glorious hope and a new world outlook; he offers readers a way of life and a way to face today's vital issues.

"Clergy" steps up, pompously says he does that by showing his readers how to be better citizens and to help the world; his writers are prominent theologians; they know what is best for us, "Clergy" also reflects creeds long taught and cherished; he stirs people emotionally and sentimentally. "Watchtower" asks "Clergy" if he tells that this world will soon be destroyed or if he hides that truth; he shows how the Pharisees were prominent, but as Jesus did, he ("Watchtower") expresses not the opinions of men, but of God and makes God's Word a living book for our practical guidance. He describes how "Clergy" fails to bring real help, but "Watchtower" presents product of real Bible research and builds up intellectually and spiritually, is alive and fresh, not creedal. Thus neither "Picture" nor "Clergy" can compare with him. That is why "Watchtower's" name is becoming a household word in 36 languages and his circulation of well over a million is growing by hundreds of thousands. The argument should go back and forth in a lively way. At end "Picture" and "Clergy" hang heads in shame and say that they seem to have fallen down on the job, and certainly can't object to letting "Watchtower" into a home, even though they came in first. Now publisher throws worldly magazines aside, concentrates on "Watchtower".

SCENE THREE: (2 minutes) "Magazines" withdraw.

A hidden voice (or a brother coming to the platform) says, "So you see, the witness could have said, 'You need "The Watchtower", for: (and then he briefly states 6 or 7 of the points made, such as,) It is the only magazine that makes the Bible a living book for us, that gives a new world outlook,' " etc.

While these things are being said, witness, with a joyful look, recounts on her fingers the things she could have said, and encouraged, picks up her book bag, starts back in service.

SCENE ONE: Publisher is at home thinking about the campaign.

Part 1 (4 minutes) Talking aloud to himself, he says the "Watchtower" campaign has started and he wants to do his part. Last year he remembers he did well, especially at the last part of the campaign, when he obtained most of his subscriptions. Why was he more successful toward latter half of campaign? Oh, yes, he had developed a good presentation by then and it was effective. So why not start with a good one and be successful all the way through? Deciding he had better think out the witness he will use, he takes the latest "Informant" and current "Watchtower" and proceeds to work up what he will say and points he will use at the doors.

Part 2 (6 minutes) Having in mind what he will say, he goes to his wife and tells her he would like to have her listen to his offer and note points for improvement. He gives a complete witness after which they have a short discussion on points used. To the question, "Have you prepared your offer?" she replies No. He encourages her to do so and then remembers the study conductor asked him to assist Brother "A" to join in the work. A telephone call is made to Brother "A", encouragement given to enjoy a part in the work and arrangements made to pick him up on the way to the contact point next morning. Publisher and wife, happy over outcome, take seats in audience.

SCENE TWO: (10 minutes) Sunday morning contact point.

Study conductor discusses morning text with group (may use entire service meeting audience as publishers who are assembled for service) and then briefly comments on offer to be used. Since many have been privileged to take part in previous campaigns and all have prepared in harmony with the "Informant's" suggestion, study conductor asks audience for good points and ways they have found effective in presenting "The Watchtower". (Company should be advised to prepare one week before meeting night so good suggestions will be forthcoming at this time.) After hearing several, conductor sums up good points and then asks if someone will demonstrate just what he will say at the first door, for in just a few minutes all assembled will be going from door to door and all should now have in mind what they will say. Brother in Scene One who prepared and practiced with wife raises his hand. He is called upon to come to platform and present offer to study conductor, who acts as householder. Then all are dismissed for field service.

'Apply Yourself to Public Reading'

As students prepare their assignments for the theocratic ministry school under the new arrangement, there are a few points that should be kept in mind. First of all, it should not be concluded that a reading assignment will be an easy one and will require less preparation. The student should read his material aloud many times in order to get the proper sense stress, put in proper pauses, pronounce the words correctly and acquire fluency. He should inject enthusiasm and force into his reading. Reading should be natural and expressive so it will not sound as though the material is being read. The material should be made alive such as the Word of the Lord is. A review of chapters 16 and 17 of *Theocratic Aid to Kingdom Publishers* will help the student immensely.

The first two student talks may have a brief introduction. Two or three brief sentences are sufficient to establish the setting for the material to be read and tell who is speaking the words in the account, etc. Then a few words in summary will serve to conclude the talks after the 4 or 5 analytical points are given. Before counsel is given by the school servant the audience will be given the opportunity to mention changes they noticed which the speaker did not mention.

The school servant should do the assigning of those who are to assist the brothers talking on the chain words. He should try to get all publishers, brothers and sisters, to take part in this work. The two assigned to consider the chain word as on a back-call should rehearse their parts and make the discussion conversational and instructive. The question to be answered by the third student speaker should be stated clearly in the introduction so that all in the audience will know it and be able to express themselves as to whether or not he properly answered the question. However, remember the audience does not counsel the student on DELIVERY. The school servant does this in each case.

Everyone should read over the assignments before they are considered in the school and be prepared to comment. Brothers not now enrolled should be encouraged to do so. All, including children, elderly brothers, and those with language difficulties can derive much benefit by attending the school. Remember, whatever you put into the school you will get out of it. Hence, "Continue applying yourself to public reading."—1 Tim. 4:13, *NW*.

"Theocracy's Increase" Witnessing Period

Back-Calls and Bible Studies to Be Stressed

Jehovah's organization is one that is continually increasing. But does this surprise his true worshipers? No! Because they know that the scripture at Zechariah 2:4 predicted: "Jerusalem shall be inhabited as towns without walls for the multitude of men and cattle therein." What do you think contributes to this increase of the Theocracy? Chiefly, it is the making of back-calls and the conducting of home Bible studies.

Let us, then, during this second month of the *Watchtower* campaign call back on all persons who showed some interest. By all means let us call back on those who did subscribe for *The Watchtower* and show them how they can get the most out of it. Back-calls and Bible studies are necessary to aid people to understand and appreciate the literature. So, Bible study servants, take the lead in this feature of service and encourage the new and immature publishers to make back-calls and conduct Bible studies. Be an example to them and take them with you and show them how it is done.

Therefore, our privilege of service to the Theocracy's increase during February will consist of laying the groundwork for more true worship by continuing to go from house to house to present a year's subscription for *The Watchtower* on a contribution of $1.00 and leaving a gift of three booklets. Then we will proceed to build on this foundation by calling back on all interested persons and conducting home Bible studies with them.

Follow Up Subscriptions with No. 7 Bible

Many of the persons that will subscribe for *The Watchtower* and *Awake!* during the months of January to April may not have a Bible in their home and very few will have the No. 7 Bible entitled the "New World Translation of the Christian Greek Scriptures". It would be excellent if they could have this new translation to read along with their magazine. Therefore we suggest that you follow up every subscription by making back-calls, and a week or two after they have started getting their magazine through the mail offer them the *New World Translation of the Christian Greek Scriptures.* Show them its contents, read portions of it so that they may realize its value and how it will be a great aid to them to better understand God's Word.

If companies need the No. 7 Bible they may order them from Brooklyn, as they are available in stock.

Publishers' Edition

Many companies had their orders for publishers' edition of *What Has Religion Done for Mankind?* canceled because the Society ran out of stock of the original printing. We received expressions of regret that personal copies of the publishers' edition could not be obtained. However, we have been successful in obtaining a small stock.

If any of the publishers still wish to receive a copy of the publishers' edition for their personal use, they may order through the company, remitting 50c per book.

WBBR Poll

A poll will be conducted within the listening area of WBBR radio station during the week of January 28 through February 3 to ascertain the percentage of listeners. Companies in this area have been sent letters of instructions which should be considered at a service meeting in January so that those selected by the company servant to take part in this census will be fully informed as to what to do.

The station has twenty-four million possible listeners in its area and this poll should determine the percentage of actual listeners. Its rearrangement of programs instituted over a year ago is having excellent results and we feel sure the publishers and pioneers will respond to this service wholeheartedly.

UNITED STATES QUOTA FOR 1952

130,308 Publishers

Monthly Field Service Report

November Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	257	135.7	58.2	7.8
Pioneers	6,255	91.8	33.8	5.2
Co. Pubs.	117,788	8.6	3.2	.5
Total Pubs.	124,300			

Public Meetings Held: 6,171

New Booklet in Stock

The Society has been able to obtain some additional paper for booklet printing. Hence the 32-page booklet *Will Religion Meet the World Crisis?* is now available at regular campaign literature rates.

COMPANY ORGANIZATION

The Publisher

A theocratic publisher proclaims the good news of the Kingdom under the direction of the Lord and his organization. Thus he becomes one of Jehovah's witnesses. He does his preaching in a spirit of love and willingness. With the proper mental attitude each publisher understands what he is doing and sincerely serves God in an intelligent manner.

One of Jehovah's witnesses seeks to daily improve his ministry by applying the wise counsel of God's Word, the Bible. Further, he cooperates with the Lord's visible governing organization and follows theocratic counsel in order that all will walk together in complete unity. (Matt. 24:45-47, *NW*) Seeing the importance of the local company arrangement, he fully supports it in all ways so that the Kingdom interests might be properly expanded. In doing so he recognizes the position of the various appointed servants and seeks to co-operate with them. (1 Thess. 5:12, 13, *NW*) He endeavors to attend all theocratic meetings and assemblies arranged for his spiritual welfare.

He strives to be tactful, efficient, diligent and regular in all branches of the field activity. This field service should then be accurately and promptly reported. (1 Tim. 4:16, *NW*) This labor of love is put foremost in his life and for this he is prepared to live and, if necessary, die. He keeps on, then, seeking first the Kingdom and does not allow old world pursuits to infringe upon this all-important vocation. (1 Pet. 1:14; Col. 4:5) He keeps himself neat in appearance and at all times conducts himself properly, in a manner befitting a Christian. At all times the publisher makes opportunities to preach the good news to the fullest extent possible.

A company publisher appreciating his relationship to the Lord and desiring to increase his privileges of service will desire to symbolize his dedication at the earliest opportunity by water immersion, if he has not already done so. (Matt. 3:15, *NW*) Taking this step and executing his covenant obligations he can then be properly called a "minister of God".

Do you fully measure up to the above qualifications? Examine your position, your conduct, your motives. Can improvement be made? If so, act to your greatest benefit by conforming yourself to these righteous principles.

INFORMANT

FEBRUARY, 1952 "Say to the prisoners, Go forth."—Isa. 49: 9. BROOKLYN, N. Y.

"Theocracy's Increase" Witnessing Period

Introduce All to the King Through MAGAZINES

Increased Praise Schedule

"Jerusalem shall be inhabited like unwalled villages, because of the mass of men and beasts within her." (Zech. 2:4, *AT; Watchtower*, January 1, 1951) In these last days Jehovah God has built up his organization, Jerusalem, and brought about Theocracy's increase. But people in the 'great city' are not idle! They continue to spread out and preach the message of God's kingdom to the ends of the earth so that all shall know that Jehovah is the Supreme One of the universe and that the vindication of his name and word is near at hand. Being citizens of the new world organization, let us share in praising our God and King by offering subscriptions for the *Watchtower* and *Awake!* magazines, with the premium.

Our house-to-house work will continue as a regular feature of our service activity. But there is also the responsibility of calling back on all persons who showed interest by taking a copy of the magazine, booklet or book and those who expressed a desire to subscribe. Caring for these calls and conducting home Bible studies are activities of vital importance in the Lord's work. That this has the Lord's blessing is proved by the tremendous growth of the 'unwalled city'. Results go hand in hand with such efforts in cultivating the field of God.

When obtaining subscriptions or otherwise finding interested persons we should be diligent to accept the responsibility of caring for these sheeplike ones. We should make a complete record of interest found and then water and nourish this interest for continued increase. Regular calls on these persons, designed to increase their knowledge of the Creator and his purposes and to bring them to full-bodied maturity, need to be made.

Increased Activity

To properly care for our God-given responsibility of 'feeding the sheep' group contacts should be well organized. It has been found that 9:30 a.m. Sunday is the best time for the publishers to assemble for group service. Discussion of the daily text and a consideration of the activity for the day should start *promptly* at the appointed time. Brief quizzes, discussions, experiences, demonstrations, or reviews, based on previous service meetings, may be prepared and presented for refreshment and stimulation before going afield. The entire meeting need be no longer than 15 minutes, thereby making it possible for all to be in the field by 10:00 a.m. for a *full* day of service.

Many publishers have found it practical to start the day's activity with a couple of hours of house-to-house activity, eat a lunch while still in the field and then continue into the afternoon by calling back on persons who previously displayed interest and starting and conducting home Bible studies.

So prepare for and take an active part in Theocracy's increase now by uniting yourself with your brothers world-wide in this great witness work.

Postal Rate Increase

In view of the increase in postal rates, effective January 1, 1952, all who correspond with the Society using postal cards (pioneers included) will be required to use two cents in postage.

Returned Magazines

During 1951 the post office returned well over 72,000 magazines to this office, which could not be delivered for the following reasons: "not found, no such street, no such number, unknown and unclaimed." This averages over 6,000 magazines per month. Since this costs the Society 2 cents for each return it amounts to well over $120 monthly, or upward of $1,500 yearly, and now the cost on these returned, undelivered magazines is to be increased to 5 cents per copy. Therefore, the

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Public Meetings for 1952

In Kingdom Halls, homes, public parks, on mountainsides and on the seashore, the Kingdom message was sounded forth in 1951 through the medium of public meetings. There was a total of 225,399 lectures given during the 1951 service year, making an average of 618 per day! Now we look to 1952 for an increase in this feature of service, as another way

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Subscription Follow-up Procedure

To improve the organizing of efficient follow-up of subscriptions and eliminating many unnecessary expirations the following procedure is recommended.

When subscriptions are turned in by the publishers the company servant should see that they are written up properly by the accounts servant on the S-10 form in triplicate. (Note on the form the date and the name of the publisher obtaining each subscription.) The original copy, after being thoroughly double-checked and signed by the company servant, will be forwarded to the Society each week as usual, the duplicate copy filed by the accounts servant and the triplicate copy given to the Bible study servant. The Bible study servant will see that the information on the new subscriptions is listed on a separate sheet of paper and given to the company book study conductor. Of course, the publisher will continue to keep a record of his own subscriptions and will call back to deliver the current issue until the magazine has started coming to the subscriber through the mail. In about six weeks from the time of obtaining the subscription, the company book study conductor will check to see that back-calls are being made by the publishers obtaining the original subscriptions. He should oversee the follow-up activity by utilizing this list of subscribers when at back-call contact points, on company book study nights or other appropriate times and render such assistance as possible in getting publishers started in

(*Continued on page 4, col. 1*)

Around the World with Jehovah's Witnesses

"The Watchtower" Aids Men of Good Will

Second only to the Bible itself is the place "The Watchtower" occupies in the hearts and minds of the servants of Jehovah. It has been stressed so much by them as to be synonymous with them and their work.

The report on Canada appearing in the 1952 "Yearbook" calls attention to how greatly improved "The Watchtower" is in its new form: "convenient size, the rich variety of subjects covered, the interest-gripping headings and illustrations, and the satisfying answers to the readers' questions." Appreciating these points will help us in our presentation. (106)

The United States report tells of a mother of 17 children who, as the result of reading "The Watchtower" over a period of years, wrote the Society for instructions on how she too could have a part in the witness work. (61) But would it have taken years for that mother to see her privileges of service if someone had studied "The Watchtower" with her? The report from Turkey tells of two women of good will becoming publishers within one month of the time one of Jehovah's witnesses began a study with one of them on the illustration of the sower. (237, 238)

"The Watchtower" also helps men of good will to see what are God's righteous requirements Certain "church" members in British Guiana took "The Watchtower" on "Marriage" to their clergyman, in defense of a person divorced on Scriptural grounds who wanted to remarry. They won their argument. (94) What a privilege is ours to help men of good will!

Theocracy's Increase

Jehovah's prophet Zechariah, foretelling Theocracy's increase, said that "Jerusalem shall be inhabited as towns without walls for the multitude of men and cattle therein". (2:4) Why without walls? Because walls would interfere with the expansion of Jehovah's organization. The aptness of the simile and the various ways in which this prophecy is being fulfilled today are forcibly brought to our attention in the "Yearbook".

The advertising of public meetings plays a vital part in Theocracy's increase. Said a Swedish newspaper: "One day in the spring an energetic gentleman appeared in this community and started to invite people to a lecture . . . It did not [take] long until the lectures had to be held out of doors for lack of space." (231)

And the part circuit assemblies play in Theocracy's increase is noted in the report from El Salvador. As a result of a circuit assembly at San Miguel, "The hall overflowed for every public talk, so more walls had to come out, and to date we have removed three walls, and each time the hall has filled right up to its new capacity as if by miracle." (132)

Missionary activity is another vital factor in Theocracy's increase as seen by the report from Uruguay. "To accommodate the many new attenders some good people have opened up their private homes for company meeting places. One brother tore out a brick wall . . . and . . . is going to do away with another wall to make [the room where the meetings are being held] still larger. Six missionaries in a small city . . . now find that they have to enlarge their dining room and use it to accommodate the people." (238, 239) Truly, literally as well as symbolically, Zechariah's prophecy is finding fulfillment in our day, and the various kinds of activity are all having a part therein.

Presenting THE GOOD NEWS

To Those Who Say, "I Have No Money"

"I have no money" is often heard from a householder when offered a subscription for *The Watchtower*. What the householder usually means is 'I have no money for magazine subscriptions', thinking *The Watchtower* is just another magazine. With this in mind a publisher might tactfully say:

"It is true the cost of living has increased and all of us have to be careful about how we spend money. However, having in mind Jesus' words that 'man does not live by bread alone, but by every word proceeding out of the mouth of God', an understanding of the Word of God is of great value to us, especially in these days of crisis. *The Watchtower* is a Bible study aid to guide lovers of righteousness to understand God's Word and is recommended to you as indispensable in properly understanding world events. A year's subscription, on a contribution of $1, will mean that a copy of *The Watchtower* will be delivered to your home through the mail twice every month. Just as it is very essential that we eat our daily bread to keep strong and healthy physically, so it is important to take in knowledge of God's purposes regularly to stay healthy spiritually. Knowing *The Watchtower* will provide such a rich spiritual feast for you, I will be glad to take your subscription for a year at the nominal cost of $1."

Or he might say: "Having to face similar problems as you do, I appreciate the fact that high costs of food, clothing and home requirements leave little balance in the family budget for many things we want. Also, a dollar is not worth much in actual purchase value these days. However, I feel that the peace of mind and sense of security that a knowledge of God's Word gives is what you really desire, and *The Watchtower* is a distinct aid to this end. So it is a pleasure for me to be able to offer you a year's subscription for only $1. If your family budget cannot care for an expenditure of $1 at this moment, then I will be glad to call next week when I will be in your neighborhood."

Also, a publisher might reply by saying: "Even if you are not in position to subscribe just now, I would like to show you the features of this exceptional magazine which has a circulation of over 1,300,000 copies per issue and is studied by Christians all over the world." Then proceed to call attention to its various features, the purpose of the magazine, what the main article deals with, questions from readers, etc. Often a householder will see that *The Watchtower* is not just *another* magazine and will subscribe.

If you do not obtain a subscription after tactfully dealing with this objection, offer a single copy of the magazine on a 5c contribution. This will provide them with an opportunity to become acquainted with its true value and furnish a basis for you to make return calls.

Postal Rate Increase (*Cont'd*)

accounts servant and all publishers who take subscriptions should feel their responsibility to see that all addresses are properly checked for accuracy and legibility before forwarding the subscriptions.

There are two outstanding reasons for this problem: The subscriber does not advise us sufficiently in advance of the time he changes his address: and the subscription slips are not being filled out completely and correctly.

Change of Address

If you are going to move notify the Society of the new address immediately, using the Change of Address form S-20. Before sending it in ask yourself, Is the new as well as the old address given? Did I state clearly which magazine is involved? Did I show the expiration symbols on label? (e.g., W or G N 52) If a person of good will, a person with whom we study or on whom we make back-calls is going to move assist him to notify the Society. Supply him with the Change of Address form S-20 and explain its use. Company servants, stock servants, circuit and district servants as well as all pioneers should also always use the Change of Address form. It should be at the Society's office three weeks before change is effective to allow ample time to make the change of address. Your co-operating with the suggestions offered here will assist greatly toward eliminating the unnecessary expense and burden caused by magazines' being returned.

YOUR SERVICE MEETING

Now that two demonstrations are presented here each month, two different points can be stressed. This month, the first demonstration shows how the two new uses of the S-10 form, that is, the procedure in following up new subscriptions and obtaining renewal subscriptions, will be put into operation. The second one demonstrates the need of training for the preaching work.

SCENE I: Calling back on the new subscribers.

Part A (7 minutes) Company servant, Bible study servant, accounts servant and at least one company book study conductor are engaged in a lively discussion of the new procedure. Company servant, explaining system, emphasizes that accounts servant will make out S-10 in triplicate, stressing need for double-checking for accuracy and legibility. He will note on it names of publishers who placed subscriptions and give one copy to Bible study servant. About six weeks after receiving S-10, Bible study servant will make out lists of subscriptions received along with names of publishers who placed them. He will give lists to company book study conductors. Study conductors will check with publishers who placed subscriptions to see that back-calls are being made.

Part B (3 minutes) A study conductor, after company study, is checking with publishers and briefly explaining why this is done and importance of calling back on subscribers. Publishers express appreciation for reminder even though they had been calling back with each current issue of magazine. Study conductor mentions that he will have to check with one publisher on back-call day since he was not able to be here.

Part C (2 minutes) Publisher continues to follow through by calling on subscriber with current issue again even though six weeks have passed since subscription was placed. This should be very brief, and only the introduction need be given.

SCENE II: Calling back to get renewal subscriptions.

Part A (5 minutes) Above-mentioned servants continue discussion started in first scene, taking up use of S-10 in obtaining renewals. One or two months before subscriptions expire, Bible study servant makes out subscription blanks and gives them to study conductors. For this year, since in some cases the names of publishers who placed subscriptions are not available, Bible study servant can see if expiring subscriptions belong to those with whom Bible studies are conducted. If so, conductor's name is noted so that he will be approached concerning the call. If publishers have back-calls on some whose names are listed, they should call for the renewal.

Part B (3 minutes) Company study is just closing. Study conductor is giving out subscription slips handed to him by Bible study servant. One slip is given to a publisher who conducts a study with the subscriber. Another is given to a publisher who obtained subscription almost a year ago. Some slips are left over because a publisher moved and others because ones who placed subscriptions could not be determined. These slips are given to various publishers. A publisher recognizes the name on an unassigned slip and it is given to him. Some unassigned slips still remain to be used at contact points.

Part C (2 minutes) The final part of demonstration shows a publisher just leaving a home after obtaining a renewal. He is assuring householder that when the renewal notice appears in his magazine he may ignore it and that he will call again as arranged.

"Seeing Ourselves as Others See Us"

A brother with a microphone (or facsimile) announces, "I am your sidewalk radio reporter. An item of interest in this town is the 'Watchtower' people, whom I always see on the street. I am going to devote tonight's program to interviewing our citizens concerning this magazine, 'The Watchtower.'" People (prepared with answers beforehand) are walking by, and he stops some and asks them questions, as, "What do you think of the 'Watchtower' people?" or "Do you take 'The Watchtower'?" To their answers, he asks, "Why?"

One man answers he never took a magazine because he didn't know the Witnesses wanted him to take one; the way they stand just holding up the magazines like a signpost, he thought they were merely advertising it. Another says he approached one Witness who didn't try to tell him what was in the magazine, and even hesitated about handing him one to look at. A third says a Witness came to his door, but what a shape the magazine was in! All marked up and wrinkled, besides, all the Witness seemed interested in was getting subscriptions, he couldn't tell him anything of interest in the magazine; it looked like an ancient copy anyway. One says he is a subscriber to "The Watchtower". He took it because he noticed the Witnesses so diligently and consistently on the street, and they seemed to have such belief that "The Watchtower" would help the people. Another subscriber explains how a Witness approached him while he was sitting in his car and enthusiastically showed that here was something he would find to be absorbing reading while waiting; he did, and on approaching the Witness two weeks later for another copy, the subscription offer was made and he accepted it. A lady says she took "The Watchtower" at her home. Why? My! the interesting features the Witness showed her; how he referred from it right to the Bible since then he has come back and, with each issue, shows her things she can tell her whole family, until she has got them all reading it now. A man complains that he subscribed but never got a copy, until some other Witness came months later and found that the subscription slip had been filled out wrong; it certainly seemed an unbusinesslike and slipshod way to do.

The reporter questions several, showing the way the people view us as we do the work in a right or in a poor, unprepared manner. He breaks the conversations up by interjecting remarks, as a sidewalk reporter does. Afterward he finds a Witness doing street work. Approaching him, he asks why the ones who manage his local organization do not train all their ministers better, or use the good ones to go with the less-trained ones. The Witness answers that this is done, but that he believes the citizens' views certainly show the need of more such training.

Use of S-5 Forms

Always indicate number of publishers and pioneers in space provided on the Order Blank form S-5. Note: Cash items (cash items include certain forms) are listed separately on the S-5 order form. Remittance must accompany order.

Public Meetings *(Cont'd)*

of 'saying to the prisoners, Go forth'. The eight new talks will be:

A Free Mind in an Enslaved World
Why Is the Bible Practical for Our Day?
God's Warning to a Wicked Generation
Training Children for Life
Armageddon—the War to End War
Death—Friend or Foe?
What Has Happened to Morals?
Is God Responsible for World Distress?

These talks may be started on the week end following the Memorial (April 12, 13), or as soon thereafter as possible. No series of 1951 talks should be *started* after April 13, although a series already in progress may *end* after that date.

Three sets of outlines for each company and one set for each male pioneer are being sent with this *Informant*. One of the three should be filed in the ministry school library and the other two distributed to those assigned to prepare the talks.

Starting March 2 the circuit servant will give the new talk, "What Does God Require of You?" The district servant will soon give the talk, "What Religion Will Survive the World Crisis?" at circuit assemblies.

Speakers, in preparing talks, should keep in mind that our work is not only to tear down false ideas but primarily to BUILD UP by expounding the truth. Most people are convinced that present systems are inadequate, and see world wickedness and distress, without our going to great lengths to prove it with a profusion of observations and clippings. While it is necessary to consider these things briefly, we should emphasize and develop what the people are most interested in, that is, the remedy for such conditions. When dealing with false religious doctrines, avoid prejudice, assertions and sarcasm. Drive your points home with Scriptural proof and logic. Adhere to the time allotted each point on the outline and have a well-rounded-out exposition.

Please keep the following points in mind when ordering handbills: Handbills are printed for current talks only; other subjects may be used, but the Society will be unable to supply handbills. (See February 1950 *Informant* for details.) Order at least one month in advance in the East, six weeks in the West. Order for new series as soon as you can complete arrangements. Fill out order blank carefully. Double-check each item. Write HANDBILL ORDER on the outside of your envelope.

Publications Now in Stock

Can You Live Forever in Happiness on Earth?—Arabic, Danish, Finnish, French, Icelandic

Publish Uplift and Comfort for the Poor

Have You Reached Your Subscription Quota?

People in this crumbling old world are in great need of uplift and comfort. Who can give such to them? Jehovah alone can. He provides this through his Word. We, having received comfort through understanding Jehovah's purposes, gladly join in doing the work Jehovah promised to accomplish as expressed at Psalm 113:7: "He raiseth up the poor out of the dust, and lifteth [up] the needy."

Last year the *Watchtower* campaign was a huge success, ending with 2,744 subscriptions over our quota of 220,000. Can we exceed our quota again this year? With the end of February, the 1952 *Watchtower* campaign comes to the halfway mark. Have we individually reached our quota of one subscription for the first two months of the campaign, or eight subscriptions if we are pioneers? What can we do to get more new subscriptions? First, attend all of the meetings. By attending meetings regularly, instruction is gained on how to present the campaign offer.

Let all publishers endeavor to have a larger part in door-to-door work during March. Those being trained in such work by other publishers have the opportunity to advance toward maturity by giving the witness and speaking at the doors.

Therefore, let us concentrate on presenting a year's subscription for *The Watchtower*, with a premium of three booklets, on a contribution of $1.00. Have a greater share in this *Watchtower* campaign and you will have a greater share in raising the poor out of the dust of old world ignorance and bringing them long-needed comfort.

UNITED STATES QUOTA FOR 1952
130,308 Publishers

Monthly Field Service Report

December Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	252	135.3	56.7	8.9
Pioneers	6,332	87.9	31.4	5.0
Co. Pubs.	114,541	8.3	2.9	.5
Tot. Pubs.	121,125			

Public Meetings Held: 6,932

Coming Literature Offers

March: *Watchtower* Campaign

April: Last month of *Watchtower* campaign will be a magazine month. Order an extra supply of both magazines.

May: *New World Translation of the Christian Greek Scriptures* and the book *What Has Religion Done for Mankind?* on a contribution of $2.00. (These may be ordered as campaign items.)

Subscription Follow-up (*Cont'd*)

this feature of work. Duplication of calls can be eliminated by making sure that the original obtainer makes the back-call if at all possible. Some will make the calls unassisted, others will want aid and some may not be able to take part due to circumstances. In that case these calls will then be assigned to other publishers. The purpose of the call will be to stimulate interest in the magazine, get the subscriber to read its contents and endeavor to start a study in the magazine just as we do with other publications.

A month or two prior to the expiration of the subscription these good-will persons should be called upon for renewals. The names on the S-10 forms in your file can be copied off and listed on subscription blanks, *Watchtower* or *Awake!* whichever the case might be. Again the same publisher obtaining the subscription, if possible, will be given the call to make. This follow-up activity can be centered around the company book study.

This latter procedure can be started immediately on subscriptions now listed on the company S-10 forms that will be expiring in the next month or two. If the name of the publisher obtaining the subscription does not appear on your old sheets, effort should be made to determine the name of the publisher obtaining the subscription. In small companies publishers will recognize their own subscriptions if given a chance to look over the S-10 forms. Also, many can be determined by comparing the list with the Bible study file. Subscriptions listed that are not in the company's territory, such as those obtained at assemblies and those not within reasonable traveling distance need not be called upon, as these will be cared for by the expiration slips sent out by the Society.

Subscriptions not renewed will be processed as usual by the Society, and the company will receive the expiration notice as heretofore. A final call can then be made, and this will provide all subscribers with the opportunity to renew or indicate definitely that there is no further interest. If this arrangement is followed out systematically a great deal of this interest can be brought to maturity.

COMPANY ORGANIZATION

Pioneer Publisher

The pioneer is a publisher who devotes at least 100 hours a month, or 1,200 hours a year, to Kingdom preaching work. Privileges of pioneer work are open to company publishers who have regularly published for at least six months after their baptism. If necessary, a pioneer may engage in part-time work to provide things essential for his livelihood. (Acts 18:2,3; 20:33,34; 1 Cor. 4:12, *NW*) However, such work must always be viewed as secondary to his pioneer service.

The primary responsibility of a pioneer is to devote his time to the preaching work, and this by regularly engaging in house-to-house, back-call, Bible study and magazine activity. He should use the current offer when witnessing, obtaining his literature through the company when at all possible. Each pioneer will direct interested persons to company meetings and endeavor to aid these and other publishers in the field service. This he can do by working in co-operation with the company's weekly service arrangements at the Kingdom Hall and company book studies.

Due to his consistent field activity and practical field experience he can be of real help to the company in its service arrangements and programs. By taking personal interest in company activity and putting forth a real effort to improve his ministry, as well as that of his fellow servants, he will be exercising understanding and maturity. Servants in the company will show appreciation for this assistance by not imposing various duties on the pioneer that may interfere with his field service work. In exercising love and showing enthusiasm for his work, the pioneer will be an example in service and godly conduct and prove to be a stimulating inspiration to the entire congregation.

The pioneer endeavors to exercise patience and tact at all times and will work for the upbuilding and unity of the local organization. He wisely appreciates that regular attendance and oral participation at company meetings and enrollment (if a brother) in the theocratic ministry school are a real encouragement to the company publishers, and it will benefit him personally and prepare him for his daily ministry. Many opportunities and privileges are open to him to expand his ministry by accepting assignments to companies in need of pioneer assistance.

By doing this a pioneer is able to contribute much toward the increase and progress of a company.

INFORMANT

MARCH, 1952 "Say to the prisoners, Go forth."—Isa. 49:9. BROOKLYN, N. Y.

Publish Uplift and Comfort for the Poor

March Opens Final Half of *Watchtower* Campaign

Has 10 Per Cent Publisher Increase Been Attained Thus Far?

[1] Thousands of persons are sighing and crying about the abominations that are being committed daily. To whom can these persons turn for comfort and hope? An almost six-thousand-year record of failure rules out political, commercial and false religious leaders. But Jehovah is the great, unfailing God of comfort and it is to him that a great crowd of persons are now turning in hope, as his servants continue to publish uplift and comfort for the poor.—Ps. 113:7, 8, *AS*.

[2] During March, God's servants will continue to publish uplift and comfort by presenting *The Watchtower* from door to door. Company publishers, have you obtained at least one new subscription during *the past two months*? Pioneers, did you reach your two-month quota of eight? All will want to at least meet the campaign quota, or possibly exceed it during the next two months.

[3] Know your magazine when placing *The Watchtower* at the doors. Be acquainted with the contents and use the various features and subjects to stimulate interest in it. The index in the December 15 issue for 1951 can also be used to point out the many interesting and enlightening subjects treated by *The Watchtower* during the past year. Presenting more than one issue will readily show the variety of subjects covered. Let us always present the campaign offer and not adopt the negative attitude: "Well, they won't take *The Watchtower* anyway," and thus refrain from presenting it at the doors. Do not be responsible for withholding its message from anyone. Offer *The Watchtower* at every opportunity. We need not give up at the first objection. Tactfully endeavor to overcome such objection, unless circumstances obviously make it impossible. Do not be hasty to drop down in your offer, but give the householder sufficient opportunity to appreciate the value of *The Watchtower*. If unable to obtain a subscription, two different issues of *The Watchtower* may be offered on a contribution of 10c. Then make back-calls on all subscription and magazine placements.

10 Per Cent Publisher Increase

[4] March marks the end of the first half of the service year. Has your company reached the 10 per cent increase in average number of publishers over the previous year's average? How many months have you held that increase? Have you *averaged a 10 per cent increase*, not only for one month, but for every month so far in the first half of this service year? What will the last half of the service year period bring? A 10 per cent increase in meeting attendance can be a big factor in attaining a 10 per cent publisher increase. Attendance at meetings furnishes an excellent basis for one to get knowledge, strength, courage and faith that will feed and build up the mind for active service. And with more publishers being service-minded there is certain to be increased field activity. "Each one help another" to become regular in service and in attending all meetings.

[5] The need of a comforting message grows with each passing day in this trouble-filled world. Many must yet hear God's message of comfort and hope. The *Watchtower* magazine contains this vital information. Therefore, we who have been comforted by this message should now publish uplift and comfort for poor ones who are yet prisoners in this abominable system of things.

Convention Reports

The Society has a small quantity of convention reports that cover the Clean Worship assembly held in Wembley Stadium, London, 1951, and Theocracy's Increase convention in New York city, 1950. Orders will be filled as long as the supply lasts. Remit with order; they are 50 cents for the London report and 15 cents for the New York report.

Personal Letter

Along with this *Informant* the Society is sending a personal letter for each publisher associated with the company. The company servant will see that each one receives his copy. Twenty to thirty minutes should be spent at two early service meetings to thoroughly analyze the contents of this letter.

Summer Campaign Preparation

In that all applications for unassigned territory were to be submitted by February 1, assignments will be sent to companies and pioneers during March and April. Obtain detailed county maps of the territory assigned to you, from the county courthouse, state highway department, independent cartographer, etc. Studiously plan your coming activities for the most efficient coverage of the territory; select locations and speakers for any public meetings you may have; contact newspapers and radio stations with news releases. Plan to share in this missionary campaign on week ends and to spend your vacation this profitable way. Campaign literature (*What Has Religion Done for Mankind?* "*This Means Everlasting Life*" and any other bound book, for the months of June, July and August) orders may now be sent to the Society.

Memorial Week-End Activity

[1] Each year at Memorial time, Jehovah's servants obediently gather to review the meaning of the Lord's evening meal. It is a time of thankfulness to Jehovah for his loving-kindness and the provisions he makes for those whom he loves. It is also an appropriate time for all to scrutinize their zeal for his service.

[2] This year Memorial will be celebrated on Thursday, April 10. All who attend are invited to express their appreciation to Jehovah by engaging in his service. Servants should prepare the Memorial week-end program for their companies as follows:

[3] The service meeting and theocratic ministry school for the week of the Memorial will be canceled.

(*Continued on page 2, col. 2*)

Around the World with Jehovah's Witnesses

Preaching in Spite of Physical Condition

Even as Job did not cease from testifying to Jehovah's supremacy and maintaining his integrity because of ill health, so Jehovah's witnesses today do not quit preaching when sick. The 1952 "Yearbook" gives a number of such instances and shows how the Lord blessed those efforts

In Cuba, one who had been a publisher for less than two months had to go to the hospital because of illness. While there she witnessed all she could, and placed magazines with both the staff and the patients. One patient in particular showed much interest and so when both had gotten out of the hospital a study was arranged for. As a result of that study there are at least three new publishers today. (117) A very similar experience is contained in the report on Czechoslovakia. (120, 121)

A brother in South Africa on sick leave went to the country to recuperate. He made such good use of his time that, when he left at the end of three months, ten persons had begun to tell the good news to others and a nearby company arranged to take care of the interest. (217)

In the Virgin Islands a study was begun with a patient in the Municipal hospital. This patient then began a study in Spanish with the elderly man in the bed next to his. Soon four studies were being held. An English clergyman noting the two patients studying together asked permission to examine the "New World Translation" and then requested a copy for himself. He expressed admiration for "the way Jehovah's witnesses ALL went out and preached and gave aid to the people in Bible study". Yes, effective witnessing can be done on the sickbed. (211)

Making Back-Calls

During the past year Jehovah's servants have learned to appreciate more than ever before their need of God's Word, his holy spirit and his organization if they would be properly instructed. Among the activities that God's visible organization repeatedly stresses, and not without good reason, is that of making back-calls.

In the United States of Indonesia a sister called back on a home where she had placed only a booklet and that with but a lad. The result? A once truth-hungry Roman Catholic sheep (the lad's mother) is now a witness for Jehovah. Is it possible that in our own territories there are some truth-hungry sheep still confused by false religion all because we neglect to follow up or call back on all our placements? (216)

In Guatemala a missionary placed a bound book with a man. She called back even though he had assured her that he had no time for study Alert to her opportunities she was able to start a study with his wife. The son, noting how much his mother was enjoying these studies, provided three fifteen-minute periods weekly for the broadcasting of the truth on a radio station using both regular and short-wave channels. (149)

Usually we have good intentions as regards calling back on those with whom we have placed literature or where interest is manifested But do we always persevere until we have contacted the prospective sheep? A publisher in Venezuela, while engaged in the house-to-house work, heard of someone who was interested. Only after repeated attempts was that one contacted. In just a short time this one himself was conducting three home Bible studies and wanting to be baptized at the next opportunity. (242)

Presenting THE GOOD NEWS

To Those Who Say, "I'm Too Busy"

Too busy to obtain freedom and comfort and gain the prize of everlasting life? Are they really that busy? Or are they just using that statement as an excuse to discourage what they think is "just another salesman" for whom they have no time? This oft-heard remark presents a definite challenge, and, in order to make sure that they know of the all-important message of God's kingdom being offered to them, it becomes the responsibility of each publisher to effectively overcome this barrier.

Endeavor always to actually present the good news at the door. Do not rush headlong into a witness with the thought of beating a time schedule. Being prepared, making your presentation in a friendly manner, unhurried, deliberate and coherent are very important. Here is one way this objection can be effectively overcome:

"Yes, it's true that most people are very busy these days. I'm a busy person myself. Yet, today I've arranged my affairs so that I can present to you a very valuable and profitable message. One that can give you hope and comfort and relief from the distresses and ills of present-day living. It is the message regarding the heavenly establishment of God's kingdom, for which millions pray and which other millions desire to see. I can understand your position; there is much to be done these days. It would take too long to go into detail now and explain God's promises for mankind; so to save your time we leave this literature with you. The message is prepared in a form to meet the needs and personal programs of busy people. Take this publication for example: . . ."

We must judge the sincerity of their statement and proceed accordingly; thus it is not a case of refusing to show consideration for their circumstances. If it is discerned that the person is legitimately busy, do not attempt to give a detailed presentation of the offer. Rather, during the *Watchtower* campaign, offer a magazine or even two for variety in subjects and color and simply say: "I'm sure you would like to obtain these *Watchtower* magazines now for only 5c a copy. I can, then, call back within a week and explain the purpose of my visit and how this magazine can be of aid to you. In the meantime you will have had an opportunity to examine this enjoyable magazine."

Memorial Week End (*Cont'd*)

At the conclusion of the Memorial talk, after the emblems have been passed, the speaker should tie in the meaning of the Memorial with faithful service, both by those of the remnant and the "other sheep", and show the importance of letting the good news of the now-reigning King and his kingdom be heard by all. Closing announcements regarding field service for the week end can then be made by the company servant or another capable brother.

[4] Friday is a holiday in many sections of the country. Here house-to-house work can be arranged in the morning and time devoted to making back-calls in the afternoon and evening. On Saturday morning all who can should meet for house-to-house and store-to-store magazine work. Saturday afternoon can include street witnessing. Make Saturday a real magazine day. On Sunday the entire group will meet at the Kingdom Hall at 9:30 a.m. for a short and instructive program, and then arrange to be in the field by 10 a.m. (In some territories publishers may be able to start earlier.) A short program may also be had on Saturday morning, featuring effective magazine witnessing. A public meeting should be arranged and advertised for Sunday afternoon or evening, followed by the *Watchtower* study. This will fittingly climax a full week end of theocratic service to Jehovah's praise.

[5] Attendance figures for 1951 indicate that there are many persons that need assistance to get started in field service. In the U. S., almost 50,000 more persons attended the Memorial in 1951 than the year previous These are the persons that need our help. A special effort should be made to assist them and also those who will attend the Memorial for the first time this year. Use the full month of April and especially the Memorial week end to render them needed assistance. Make definite arrangements now to take someone with you during this week end.

[6] [A special Memorial report card is being sent to all companies for reporting the total attendance, num-

(*Continued on page 3, col. 3*)

YOUR SERVICE MEETING

The following two demonstrations aim at gaining maturity and increase by aiding the publisher to take part in service and to reach his quota of two subscriptions during the campaign. The first develops theme of mature publisher aiding less mature one in calling back on placements and helping publishers to organize for systematic follow-up. The other illustrates a simple and interesting method of making effective back-calls in which all publishers can engage.

SCENE I: Mature publisher assists the less mature.

Part 1 (5 min.) Two publishers, Brothers "Mature" and "Willing", are engaged in lively discussion relative to their personal accomplishments and interest in "Watchtower" campaign. Conversation centers around each publisher's reaching his quota of subscriptions during campaign. "Willing" inquires if "Mature" has had much success in campaign. "Mature" says he has his quota of subscriptions and good possibilities of obtaining more through proper follow-up and more house-to-house work. Directs question to "Willing": "How are you making out?" "Willing" responds that he does door-to-door work regularly but all he places is a magazine here and there. Yes, he kept a record of names and addresses, suggested definite paragraphs for householder's personal observation; but wonders how to approach these people when calling back to obtain subscriptions. "Mature" points out wisdom exercised in suggesting particular paragraphs for householder's consideration, because in doing this he has something definite to work with when making back-call; a common ground for approaching the interested person. Suggests that he go along on these magazine placements and assist him.

Part 2 (5 min.) "Mature" and "Willing" make back-call. "Mature" introduces himself and "Willing" and then brings attention of householder to February 15, 1952, "Watchtower" "Willing" had left her to examine. Householder acknowledges "Mature's" introduction and turns to "Willing", whom she recognizes from previous call. Says she was too busy during his last visit to allow him more time, but is grateful for "Watchtower" magazine, which she read and examined during her leisure time; she was particularly pleased with paragraphs 7-12, which "Willing" had suggested she look over relative to her question on "Difference of Understanding" as to what Memorial emblems mean. "Willing," delighted over interest shown by good-will person, carries on witness, gets subscription and invitation to aid subscriber in studying magazine systematically. Upon departure "Willing" says, "Calling back on magazine placements is not so difficult after all." He is now ready to go alone to next call.

SCENE II: Aiding publishers in systematic follow-up of subscribers.

Part 1 (6 min.) Assistant company servant is looking through record cards. Makes out list of those who have not reported as yet, those who have not made any back-calls during the first two weeks of the month and those who have not as yet gotten subscriptions. This list he turns over to Bible study servant, who in turn refers to last year's S-10 forms as well as current ones and makes out slips to be called on. These are turned over to company book study conductor to give to publishers who originally got subscriptions.

Part 2 (4 min.) At company book study contact point for evening back-calls, study conductor approaches publisher and gives her some calls. She is hesitant and says she doesn't know how to handle them as yet. Would he be able to assist her? Yes, the study conductor assures her that it is a privilege to aid publishers to share in joys of all forms of service.

Part 3 (4 min.) Publisher and study conductor make a call on the householder listed on slip from S-10 form. Householder admits she enjoys reading magazine and it is her constant companion before bedtime. She noticed magazine had stopped coming about two weeks ago and planned to renew but other things got in her way so she forgot to renew. Yes, she wanted the magazine to come to her home and would appreciate more information about the "Watchtower" people. Publisher renews subscription and makes arrangements for future visit. Study conductor and publisher proceed on to next call, with publisher expressing joy at ease of following through on subscription calls.

Calling Back on Subscribers

SCENE I: (5 min.) Two servants of the company are discussing the matter of "Watchtower" campaign.

They show how many subscriptions have been taken to date, and wonder what effect magazines have, going to subscribers twice a month. They begin to discuss what points in "Watchtower" appeal to them most, and truths recently brought out that should be very striking to the average person. They then hit upon the idea that a good way to make a back-call would be to tell the subscriber that you are making a special call to find public reaction to our new-style "Watchtower".

SCENE II: (12 min.) Two or three calls are then made with the above thought in mind.

Each brother, in calling, explains that he, as representative of the publishers of "Watchtower" magazine, is visiting all subscribers to get a cross-section of public opinion of "Watchtower". He explains the magazine does not stand still, but constantly seeks to make itself more practical and helpful to its readers. What does subscriber find good in it, and different from other magazines?

Some express opinion, then witness takes opportunity to discuss interesting point further. Some have not read, or express no opinion. Show how to demonstrate feature, article or specific point, arousing householder's interest and arranging for another call. A housewife, businessman, farmer, and office girl could be approached, and features that especially fit these persons could be highlighted. Housewife might be interested by appealing to short articles she can read to children and use to help train them (pages 99, 117**, 157***), or questions in the back, businessman, the articles on travel (pages 121**, 153***), on-the-spot views of local conditions (page 115**), or the frank, true, timely discussions of world affairs in light of prophecy (page 69*); farmer, the lucid illustrations (pages 105, 112, 113, 121**) and noncommercial atmosphere of magazine, office girl, systematic, topical presentation (pages 101, 111**, 131, 137, 145***) and valuable research work (pages 84*, 149***), or time- and effort-saving questions at bottom of page. Appeal to specific articles in late issues, with definite argument ready. Show how to get people to look into magazine and how to start conversation discussing material in magazine with view to starting a study.

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*"Watchtower", 2/1/52. **"Watchtower", 2/15/52; ***"Watchtower", 3/1/52.

Memorial Week End *(Cont'd)*

her partaking of the emblems and attendance at the public meeting on the Sunday following. These should be mailed to the Society after Sunday's last meeting. Isolated groups can report this same information to the Society by letter.]

Publications Now Available

Can You Live Forever in Happiness on Earth? —Armenian, Chinese, Cishona, Swedish, Yoruba

Counsel on Theocratic Organization for Jehovah's Witnesses—German

Will Religion Meet the World Crisis?—German, Swedish

Evolution versus The New World —Finnish

Songs to Jehovah's Praise —Finnish

"This Means Everlasting Life" —Finnish

"Let God Be True" —Maori, Kanarese

UNITED STATES QUOTA FOR 1952
130,308 Publishers

Monthly Field Service Report

January Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	231	141.6	60.7	8.1
Pioneers	6,519	93.7	35.7	5.2
Co. Pubs.	116,531	8.9	3.5	.5
Tot. Pubs.	123,281			

Public Meetings Held: 6,260

"Jubilee Trumpet" *(Cont'd)*

and to continue as regular proclaimers of liberty throughout the land. Memorial week end is a very appropriate time to see that all associated have a full share in field service. The house-to-house distribution of magazines is an excellent way to start new publishers in field service. Remember, part of the obligation of ministers is to follow the example of Paul, who had a "view to the training of the holy ones for ministerial work". (Eph. 4:12, *NW*) The new publishers should, in turn, appreciate that "this undeserved kindness was given, that [they] should declare to the nations the good news" —Eph. 3:8, *NW*.

7 By all associated participating in this proclamation of the good news, a peak of publishers will be assured in April and an outstanding month in magazine placements and subscriptions will result. Thus by Jehovah's undeserved kindness many more will be freed from Satan's prison houses.

"Jubilee Trumpet" Witnessing Period

Offer Freedom Through Magazine Distribution

[1] Freedom! Restoration of God-given rights! A year of thankfulness to the Creator! These were the things that were looked forward to and enjoyed by God's people under the typical Theocracy every fiftieth or jubilee year. As in Israel on the first day of the jubilee, Jehovah now commands his servants to "cause the trumpet of the jubilee to sound . . . and proclaim liberty throughout all the land".—Lev. 25:9, 10.

April—a Magazine Month

[2] And what better way is there to proclaim liberty to the captives and tell the prisoners to "go forth" than using the *Watchtower* and *Awake!* magazines? During April, let the jubilee trumpet sound with a mighty blast by making special effort to get copies of these magazines into the hands of the people. By subscriptions and single copies, from *house to house*, and store to store, do your part to sound the proclamation. Make this a month of real magazine activity.

[3] During the last month of the *Watchtower* campaign time should be scheduled for the regular door-to-door subscription work. If a subscription is not placed, you should endeavor to leave single copies of the magazines on the regular contribution in every home. But in addition to the regular subscription work put forth sp cial effort in house-to-house magazine distribution. During April, instead of engaging only in the regular magazine street work, all publishers should obtain territory for *house-to-house* magazine distribution. Why not every one really try this means of magazine distribution? Each publisher should strive to place at least five copies of every issue of *The Watchtower* and *Awake!* in house-to-house magazine service. During this magazine month we want to stress getting these magazines into the homes of the people and then call back to help them gain benefit from the vital life-giving information contained in them. See if you can't place more magazines in house-to-house work than you formerly have on the streets. Try using just one magazine alone—*The Watchtower* one week and *Awake!* the next. See what happens.

[4] When single copies are placed a record should be kept of the persons obtaining them and routes started so that the latest copies of the magazines can be distributed regularly. Let's all put forth a special effort in using these timely instruments—the *Watchtower* and *Awake!* magazines—which furnish an excellent introduction to the Kingdom message. Regular return visits should be made where magazines are left, endeavoring to start home Bible studies.

[5] During the last year 10,983,157 individual magazines were placed in the field in the United States, to compare with 9,028,995 in 1950. Think of it, a grand, thrilling total of 51,600,000 copies of the *Watchtower* and *Awake!* magazines were printed for distribution in 1951 throughout the world in many languages. Let's continue to increase the number of magazines being distributed in the United States. From these figures you can see that a wonderful work is being done with the magazines. So let's make April an outstanding magazine month and build up our magazine distribution to even greater heights so this good food will go into the homes of the people regularly.

[6] Why not arrange to make April's activity a grand climax to the *Watchtower* campaign, and include within our plans the giving of assistance to any that need our help to get started in the service? Those who are irregular or new should be helped to progress to maturity

(*Continued on page 3, col. 3*)

COMPANY ORGANIZATION

Circuit Servant

[1] Circuit servants are appointed by the Society to serve as its representatives visiting organized companies of Jehovah's witnesses, isolated groups of good-will persons and pioneers to assist them in carrying out their local Kingdom activity. Before one is appointed to serve as a circuit servant, he is required to be capable and Scripturally qualified to serve as such. He must show himself to be a mature servant of the Lord, having served acceptably several years as a pioneer or in some other responsible capacity.

[2] His semiannual visit with a company begins on Tuesday morning and concludes on Sunday evening. During that time he will hold two meetings with the Society-appointed servants and book study conductors. The first meeting should be held at 6:30 p.m. on Tuesday, followed by a talk to the entire company at 8 p.m. The final servants' meeting will be scheduled for the end of his visit. At these meetings company matters will be discussed and the circuit servant will be governed by and advance the Society's policy for all of his recommendations to improve local organization for Kingdom service. Company records will be checked during his visit and counsel given to each servant in accordance with the Society's policy. When records are improperly kept, the circuit servant will instruct the servant how they are to be kept.

[3] At the final servants' meeting, the circuit servant will discuss with the servants his report and the recommendations made in it prior to mailing it to the Society. Any suggestions or objections by servants in the company should receive due consideration, and, if necessary, adjustment accordingly should be made in the report, after which he will mail the original to the Society and leave a copy with the company servant for the company file. When, in his judgment, it is advisable to divide a company into units or to remove a company, the circuit servant will make appropriate recommendations to the Society, clearly outlining the reasons for his recommendations.

[4] Each morning, Tuesday through Sunday, the circuit servant will take the lead in the house-to-house work, inviting as many publishers as possible to go with him to hear and see his presentation. If publishers desire, he will listen to them and offer counsel on their presentation. The circuit servant's duties include assisting publishers with their back-calls and Bible studies. He will arrange group work for some afternoons and evenings to include these features of the work. He will also serve the pioneers by working with them from house to house, on back-calls, Bible studies, etc., and by having a meeting with them. Counsel will be offered and a written report on each pioneer's activity and co-operation with the company submitted to the Society.

[5] If the circuit servant is married, his wife will travel with him and work under his direction, primarily assisting sisters in the service. Her assignment does not include directing any company matters. A quota of 100 hours a month field service has been set for each circuit servant and his wife.

[6] It should always be remembered that a circuit servant is sent to a company to serve the brothers. The Society encourages all servants, publishers and pioneers to take full advantage of the numerous benefits of a circuit servant's visit by supporting all meetings and sharing fully in the work scheduled during his visit.

INFORMANT

APRIL, 1952 "Say to the prisoners, Go forth."—Isa. 49:9. BROOKLYN, N. Y.

"Jubilee Trumpet" Witnessing Period

The Climax of the "Watchtower" Campaign

A Magazine Month

[1] Liberty is a precious and rare possession today. In this old world there are millions of persons in mental bondage. To be released from this captivity they must hear and act on the Kingdom proclamation that Jehovah is now having sounded. Do your part, Kingdom publishers, by making use of every opportunity to proclaim liberty in all the land just as the jubilee trumpet was used many years ago.—Lev. 25:9, 10.

[2] During April splendid opportunities to sharply increase the proclamation of liberty are open. It is Memorial time and also the final month to reach our quota of new subscriptions. At Memorial time many new ones will associate with us and we should invite them to go along with us in the service and show them our enthusiasm for presenting *The Watchtower* from house to house, on back-calls, street work, etc. Start them on the road that leads to maturity by training them in all features of service and by encouraging them to attend all company meetings.

[3] How may we present the magazines? Magazine Day offers three avenues: at the homes, in the stores and on the streets. Has your company arranged for house-to-house and store-to-store Magazine Day activity? Are you taking part in it? Many publishers report 30 to 40 magazines placed in two hours of this service, and with fine results. Try it and see what a joyful service it actually is. When in street magazine work, approach people and offer the latest magazine. Do not stand motionless. Plan street magazine work for the day and time when the streets are the busiest, and display only the current issue of the magazine. Use only the latest *Watchtower* and *Awake!* in your presentation at the doors and stores.

[4] Offer a year's subscription for *The Watchtower* at every opportunity. If the householder does not subscribe, then one might offer two different copies of *The Watchtower* for 10c. This will demonstrate the magazine's wide variety of contents. Try to leave a magazine in every home. Wherever you place the magazines, be sure to follow up placements with the latest issue, calling regularly on those who will take the magazines but who do not subscribe. Make your activity count by being busy and regular in definite territory.

[5] During this final month of the *Watchtower* campaign we should call back on all those who promised to take the subscription. Encourage those with whom we placed individual copies of the magazines to subscribe. Make every effort to obtain new subscriptions during this last month of the campaign. Remember, this is the final opportunity to reach our individual quota. In the United States we obtained 125,180 new subscriptions during January and February. That is 17,406 more than last year for the same months. What will we do during the final month of the campaign? The answer will depend to a great extent upon you.

[6] So, then, our God-given work this month is to get the magazines into the hands of the people and aid them to know their contents. These instruments will accomplish a great work if they are properly presented and widely distributed. April can be made an outstanding month in magazine distribution through our energetic efforts. Let us as one body use our voices to present them, and surely this will result in a chorus that will be heard as effectively as the sound from the jubilee trumpet.

The New Cost List

With this *Informant* each company is being sent two copies of the new Cost List. One for the company servant and one for the stock servant. The company should keep their cost lists up to date. This may be done by listing the new publications announced in the *Informant* under "Publications Now Available" and make necessary changes in rates ac-

(*Continued on page 4, col. 1*)

Personal Letter Follow Up

"Just what we needed," wrote one company. "Unitedly we will support and carry out the suggestions so that Kingdom activity is properly cared for," writes another. Many

(*Continued on page 3, col. 3*)

Need for More House-to-House Work

[1] Sometimes in arranging our activity in the Lord's service, there may be a tendency to let some features of our ministerial activity take most of our service time, thus allowing other features to lose their proper place of importance.

[2] In recent years house-to-house work has not been receiving the attention that its importance in the theocratic organization demands. This condition exists in many companies and corrective steps should now be taken by the local organizations to remedy it. In the United States, we have placed much literature during these years; but notice this trend: In 1935, an average of 3 books per publisher were placed each month; in 1945, 2 books; in 1948, 1 book; and in 1950 and 1951, 1 book every two months. It is in the house-to-house work that we can best place these Bible study aids that are so vital in helping persons of good will get a knowledge of the truth.

[3] The foregoing presents food for thought. Our publishers are increasing and our placements are diminishing. With this information in mind the Society has counseled pioneers to spend approximately 50 per cent of their time devoted to field service in house-to-house work. This proportion compares well with the importance of house-to-house work and seems to be an appropriate division of time for all publishers. Additionally, the *Informant* recently suggested that all publishers try to put in at least two hours in the door-to-door work on Sundays.

[4] No one should let the comparative simplicity or convenience of other features of service keep him from regularly engaging in house-to-house work, for it is here that most of the "other sheep" are contacted initially. At the doors we are in a good position to advantageously witness to persons in our territory,

(*Continued on page 2, col. 2*)

Around the World with Jehovah's Witnesses

Placing "Watchtower" Magazines

If we would be pleasing to Jehovah, share in the vindication of his name and gain eternal life we must be governed by the "law of the mind" and not by the "law of the flesh". One of the ways in which some of Jehovah's servants succumb to the "law of the flesh" is by following the lines of least resistance, or by getting into a rut in connection with their field service. How so, you ask?

Many publishers begin taking part in the service by engaging in the street work, and ever after that remains their favorite form of service. Thus it is that many more publishers offer the magazines on the streets than from door to door and from store to store. Yet, should it not be just the other way around? For far more magazines can be placed by calling at homes and business places than can be placed on the street corners.

This fact is emphasized in the report from Colombia. There house-to-house and store-to-store magazine work has increased magazine placements two hundred per cent. (112)

And the report from Venezuela tells of a circuit servant's placing 62 magazines in just a short time going from house to house. How long would it have taken him, have taken you, for that matter, to place 62 magazines on the street? (243)

And do we call back on magazine placements? A missionary in Peru told how repeated calls on a shoemaker and his son during a period of six months (originally only a magazine placement) resulted in all of the family becoming interested, one of whom already is a publisher and has given his first student talk. (204)

Theocratic Tactfulness

Mature ministers of Jehovah appreciate that more is needed than knowledge and zeal if they would be effective. They must be all things to men of all kinds. Many sincere persons have been so blinded by their clergy that they are very bitter toward the truth. Especially if we would help these prisoners to gain their freedom we must say "Go forth" tactfully. —Matt. 10:16; 1 Cor. 9:22, NW.

The 1952 "Yearbook" tells of an Argentine minister making good use of tact. A bitter opposer was tactfully brought around to see the Scripturalness and reasonableness of the truth before it was identified to him as being of the Watchtower or Jehovah's witnesses. This one-time opposer is now a publisher. (79)

Another example comes from France. There a publisher, who was making a call on a lady who had obtained a book, was greeted by her husband with, "People like you ought to be hanged," etc. By tactfully calming down the irate husband and setting before him the new world hope, a back-call was arranged. Today he and his wife are among the most zealous publishers in the company. (137)

In Jamaica a publisher overheard a lady saying: "I'll run any Jehovah's witness away—those liars." The publisher then called on her, greeting her pleasantly, and the woman responded with a queer look and a rough answer. The publisher introduced herself as a dear friend loving the woman as much as herself. It turned out that this woman was one of good will, sighing and crying because of the injustices she experienced. She is now enjoying her weekly Bible studies. (163) Yes, the wisdom from above and unselfish interest far exceed anything the world has to offer in the way of psychology.

Presenting THE GOOD NEWS

To Magazine Obtainers

As ministers we are sincerely interested in, and are obligated to assist, the persons of good will with whom we place magazines. Therefore, we will build up their interest and call back on these people with a view to starting studies. The wise servant will skillfully apply tact when approaching the householder, be conversational and direct his witness to specific points of interest. We must be positive in our attitude; always friendly but not familiar, and strive to meet each person on a common ground. To be enthusiastic about our work, we must know the contents of the magazines.

The first thing to do when we approach a magazine obtainer is to greet him warmly and identify ourselves and the work in which we are engaged. This might be as follows:

"Hello, my name is . . . . I represent the Watchtower Society in a free Bible educational work. On my previous visit I left a copy of *The Watchtower* which dealt with many things of interest, such as the article 'No Division in the Mosaic Law'. I would be interested in your observations on that article which we discussed briefly." A discussion along these lines will quicken the interest and may result in a home Bible study of *The Watchtower*. Before leaving, briefly cover the next issue which you would like to have them take for study. You might say, "Do you know that each copy of *The Watchtower* treats a different Scriptural subject? The latest issue I have here highlights the theme of 'choosing between life and death'. Also, I'm sure you will be glad to know that a year's subscription for this magazine is available to you for a contribution of only $1." If the individual does not subscribe, then offer single copies.

The same principles can be applied when making back-calls using the expiration slips. The minister will find it relatively simple and easy to make this type of call. You have the name of the individual you want to contact. Therefore, ask for the name that appears on the expiration slip. When you have contacted the person, you might say, "I am a representative of the Watchtower. I am very glad to find you at home this evening and to be able to talk to you for a few moments. Undoubtedly you have received much comfort and peace of mind during the past year in reading the magazine which has been coming to your home. I'm sure you realize the value of this most edifying magazine, especially in these days of distress and turmoil. I have been notified by the Watchtower Society that your personal subscription has expired. Appreciating the value of this magazine, and the comfort and hope it offers, I'm sure you would like to have it come to your home again, and I will be more than pleased to help you renew your subscription. You may do so by contributing $1 for a year's subscription." Then make sure to call back to further develop the interest, as well as bring them magazines during the period of waiting for mail delivery. If the particular party is not home, witness to the person who comes to the door.

The approach and presentation should be simply phrased and easy to understand so that the person upon whom we are calling and anyone working along with us while training will be readily able to grasp and follow along with what we are saying. This will help new publishers to mature more readily and share in the back-call work.

Need for More . . . (*Cont'd*)

locate righteously disposed ones and then assist them further by calling back and conducting Bible studies.

5 The situation is clear: many who have become associated with us, particularly in the past several years, need personal assistance in door-to-door activity and in following up the interest found. They need to become mature. They must learn to talk and to express themselves in the presence of others. This can best be done by witnessing from door to door. That will aid them in becoming mature. Too often publishers, feeling that they lack ability to express themselves, engage only in street magazine work or handbill distribution. These publishers should be assisted to maturity by being given personal instructions in actual door-to-door and follow-up work so they will know how to talk the truth. This will be a very great advantage to them when the time comes to participate in the unassigned territory work during June, July, and August. Preaching is the

(*Continued on page 3, col. 1*)

YOUR SERVICE MEETING

April will bring a new peak of publishers if each one of us is active and does his part to assist those needing attention. What can we do? The following demonstrations will assist each publisher to see and fulfill his part. Wherever possible, the first demonstration should be put on at the first service meeting during April. The other may be put on whenever it fits into the service meeting program.

Scene I: (3 minutes) The early Christian congregation.

The conductor calls attention to Memorial, then introduces a scene of a group of brothers of the early Christian congregation. They are talking about Memorial, and saying how God has now turned to the Gentiles to take out a people for his name. They discuss how the Memorial celebration shows Jehovah is instituting a new system of things, far better than the old Jewish system; how wonderful it is that God is making a world-wide association of brothers, bound in a marvelous unity! (1 Pet. 5:9, Eph. 4:1-6; "Watchtower," Jan. 1, 1952, pages 10, 11) God's purpose is to build up the congregation to full maturity (Eph. 4:12, 13). Then their attention turns to their individual responsibility as part of that association to lend every effort to help all in their local congregation to reach full strength of maturity, and the means they are using to help certain brothers. Some recall that they saw Jesus doing this very thing.

Scene II: (12 minutes) The Christian congregation today.

With the use of pages 11, 12, paragraphs 28, 29, "Watchtower," January 1, 1952, the conductor introduces the modern-day scene. A service meeting is in session on the platform. (Very small companies may have audience participation, with commenters prepared in advance.) A brother is talking on the maturity of the Christian congregation today. He emphasizes that the world association has grown to include 602,141 who do not partake of the emblems, but by their attendance say they willingly stand on the side of Jehovah's supremacy and want to come under the theocratic system of things. To stay there they must reach maturity. Then he asks questions (answers prepared beforehand): "What do we in effect say when we attend Memorial, or partake?" "What is the antitypical feast of unleavened bread, and are we observing it? How?" "What is maturity?" "Who feels he lacks maturity in connection with certain features of field service?" (Here brothers and sisters may make comments as though they need help in certain kinds of field work.) "Exactly what can we do to help these brothers?" Concrete examples can be given. Each one can be urged to get his newly interested person of good will who attended Memorial into the service. Assistance to those not having part in the "Watchtower" campaign's final month may be stressed. ("Watchtower," Mar. 1, 1946; Jan. 15 and Nov. 15, 1951; Jan. 1 and 15, 1952, will furnish material.)

The conductor may conclude with exhortation to apply these things and aid everyone this Memorial month and throughout 1952.

Scene I: Aid all to be regular publishers.

Part 1 (3 minutes) Company book study conductor is talking to two or three mature publishers and enlisting their assistance in harmony with the Society's letter dated February 20, 1952, points of which he uses to outline the need for assisting others. Goal for study group is 100 per cent reporting during the month. Conductor gives each one some names of publishers to be helped in the service and suggests that they arrange to do door-to-door work with them, since it offers a real opportunity to train new ones.

Part 2 (3 minutes) Study conductor calls on Brother "New" who is assigned to his study group and has not published for some time. "New" is tactfully invited to join him Sunday morning. Yes, "New" replies, he knows that he should have a regular part in the Lord's work and often wishes he could, but just does not feel confident enough to do so. As it is, he can only go along with another publisher and feels that he really does not have a part in helping other people. Conductor points out that training is needed as shown by Jesus in instructing his disciples, Paul at Acts 20:20, etc., and that he would be glad to assist "New" by training him for field work. As part of the training, conductor instructs "New" how he can take part by offering the booklets and giving a brief witness with them after conductor is through making the "Watchtower" presentation to householder. Arrangements are made for Sunday morning service together.

Scene II: In the field.

Part 1 (8 minutes) After witnessing at a few doors and making complete offer, conductor asks "New" if he is ready to offer booklets at next door after conductor makes initial presentation. "New" says he's ready to try, so both proceed to the next door. Conductor makes presentation, then "New" offers booklets and succeeds in placing them. Interest is noted on record sheet for later back-call. After a couple of doors, "New" says he thinks he can make the offer himself and would like to try it. Conductor assures him that he may do so and asks whether he should go with him to the door or let him go entirely alone. "New" decides to go alone and returns from call very happy. "He did it," yes, he made the call all by himself and found the right words to speak. They discuss call just made and then conductor tactfully arranges for them to go out together again, realizing that more than one period of training is needed by "New" before he will be capable of going entirely on his own and in position to assist others.

Personal Letter . . . *(Cont'd)*

similar letters have been received by the Society from publishers and companies expressing appreciation for the personal letter to each publisher dated February 20, 1952. How gratifying it is to know that all Kingdom publishers rejoice in receiving instructions and are unitedly determined to do their part in carrying out the suggestions outlined in that letter! When we do the Lord's work as he directs, it cannot fail.

Has your company reached its quota of publishers as yet? The excellent points in this letter which were discussed at the service meetings will help individual publishers as well as companies to expand their service of praise. Each company publisher, pioneer, and servant should do his part to personally follow through on this letter. Proper application of the points emphasized will be the means of gaining, not only maturity for each and every one associated with your company, but also a new peak in publishers. The work outlined therein will permit all to see and feel the welcome expressed by the local company in offering assistance to each one wanting to serve the Lord. More prisoners will be released as we progress to maturity, our goal.

The potential is there. The company records have the names. Now let's do what the letter suggests and outlines to help all those associated. The company servant and assistant company servant will make sure that those who have *not* been out in service during the previous month or by the 15th of the current month are looked after and that these are being assisted by the study conductors. These in turn should enlist the aid of mature publishers and pioneers, and all, working together as an organized group, will render the necessary assistance.

Give them this encouraging and confidence-giving help to get out in the door-to-door magazine work, the street work, yes, in all forms of service. Then help them to keep on in the work of progressing to maturity, making sure that they continue to have the needed encouragement of other publishers through personal contacts, group contacts for service, by picking them up for meetings and by other like provisions.

Servants and publishers, keep in mind that where organized arrangements are followed through and each one does his part as the letter suggests, not only will we set a new peak during April, but also in the following months, and by keeping on doing this Jehovah is sure to add his blessings.

Need for More . . . *(Cont'd)*

thing that will be required then at every home. The brothers should know how to present the message coherently, and it is the privilege of mature ones to train others now.

[6] It is encouraging to note the increase in the number of publishers in our yearly reports, isn't it? How much more effective would our witnessing work be if we were maintaining the 1935-45 level in placement of books? By everyone's taking this matter seriously and applying more of his field service time in the house-to-house work, we feel sure this feature of service will again regain its proper place in our service to Jehovah.

Healing for Life in the New World

New World Translation Offered for First Time

In the old world there is absolutely no hope for life. It is condemned of God and is on its way out. The best that it can offer is a poor patched-up job, on a road paved with misery and sorrow leading to death. However, there is a river of life, clear as crystal, flowing from the throne of Jehovah, which makes glad the hearts of men of good will everywhere. This river is already open and is available to all who are willing to accept its healing and cure for their ills.—Rev. 22:1, 2, *NW*.

It is our privilege, during the month of May, to tap this river and to divert some of its waters into parched lands for the benefit of those famished persons of good will who are physically and spiritually sick. This will be done by presenting the *New World Translation of the Christian Greek Scriptures* and *What Has Religion Done for Mankind?* on a contribution of $2.00. Companies that have not ordered their May supply of literature should do so immediately.

The *New World Translation* is without doubt the purest, most recuperative, crystal-clear instrument in existence today for healing for life in the new world. This is not only appreciated by Jehovah's witnesses, but worldly scholars and translators voice their approval. For example: "I am pleased with the free, frank and vigorous translation. It exhibits a vast array of sound, serious learning, as I can testify," commented E. J. Goodspeed, noted Greek scholar and Bible translator.

Now is the time to begin preparing for the presentation of these outstanding publications together for the first time. As you study the *New World Translation* note special examples of its superiority, and use them in the door-to-door work. Call attention to such and ask householders to compare their favorite scriptures with you. Getting the *New World Translation* into as many hands as possible will truly make May a month of healing for life in the new world.

UNITED STATES QUOTA FOR 1952
130,308 Publishers

Monthly Field Service Report

February Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	218	135.2	52.7	8.0
Pioneers	6,631	89.9	33.8	5.2
Co. Pubs.	116,205	8.7	3.4	.5
Total Pubs.	123,054			

Public Meetings Held: 6,628

Publications Now Available

Can You Live Forever in Happiness on Earth? —Cibemba
Theocratic Concordance —German
Awake! (semimonthly) —Hollandish

New Cost List *(Cont'd)*

cording to cost of items as charged on invoices received from the Society.

NOTE: Due to the increase in postage the following change in price should be noted when ordering tracts. They are now 25 cents for *200*. The prices for other quantities of tracts remain as at present.

(1951 bound volumes of *The Watchtower* and *Awake!* are out of stock. Companies should place their orders for the 1952 bound volumes *now*. These are cash items and a remittance of $2 per volume is required with orders. The 1952 *Yearbook* is out of stock.)

Parole Notice

The Federal Parole Board has granted Society's counsel, H. C. Covington, permission to apply for parole in behalf of Jehovah's witnesses imprisoned for Selective Service violations. Application will be made in behalf of the brothers who have served one-third or more of their sentence and who have not yet received parole. A large number of brothers have been denied parole. Anyone knowing some brother who has been incarcerated longer than one-third of his term and who has been denied parole should write to Brother Covington immediately and provide specific facts so that proper information can be submitted to the parole board in Washington for consideration. In writing about this matter include the following information: name of inmate, name of institution, date incarcerated, length of sentence and address of family or nearest relatives. Send this information in as soon as possible for each brother so imprisoned.

COMPANY ORGANIZATION

Public Speaker

[1] The public speaker has a wonderful opportunity to make available to hundreds of truth-hungry persons of good will that rich, delightfully prepared portion of God's Word which is now placed on the table of Jehovah. As a representative of the Society he must be fully qualified to be accorded this privilege of service.

[2] To qualify as a public speaker, a brother must be mature and have the ability to present the truth properly, and be at least 18 years of age. He should be dedicated to Jehovah and immersed, having been actively engaged in field service for at least one year after his immersion. Novices may not be used. (1 Tim. 3:2-7, *NW*) The company servant and school servant have the responsibility to select qualified speakers. The selection and regular use of a brother as a public speaker will be based, not only on his ability to speak, but also on his regular field service activity and enrollment and attendance at the theocratic ministry school as well as other meetings, thus setting the proper example. The same qualifications are required of speakers giving public talks at the company book studies.

[3] The responsibility of the public speaker is to see that his talk is thoroughly prepared and convincingly delivered. To do this, his material will need to be well thought out, and unproved assertions eliminated. He should adhere closely to the Society's outline and time schedule, and draw chiefly upon the latest information in the Watchtower publications to fill in the details. He will avoid using repetitious and out-of-date matter, also too many quotations of old world philosophy and wisdom. Rather, he will use a constructive approach, using good Scriptural proof and sound logic, which should be clearly and coherently expressed.

[4] When companies need and desire speakers from neighboring companies, they should make arrangements through the company servant and not with individual speakers. Those assigned to give a talk will set a proper, more inspiring example and give a better talk if they prepare in advance and go out into the field service with the company in the morning prior to the talk. Also, those who may have to travel some distance to give a talk should, as far as possible, arrange to travel and arrive the evening before. In this way the speaker will be able to engage in morning field service with the company the following day. When making assignments of servants to give talks in outside companies, company servants should be conscious of the obligations servants have in the local company organization. In the majority of cases, perhaps one assignment per month will suffice.

[5] By thorough preparation of material and proper delivery, the public speaker can indeed enlighten many persons to the grand purposes of Jehovah God as contained in his Word.

INFORMANT

MAY, 1952 "Say to the prisoners, Go forth."—Isa. 49:9. BROOKLYN, N. Y.

Healing for Life in the New World

All Share in Door-to-Door Work

New Translation and Book Our Offer

[1] There flows forth from the established throne of the new world a crystal-clear river of water of life for the cleansing, refreshment and comfort of God-fearing persons. This "water of life" is now available to all who wish to have divine favor and to eventually gain the prize of everlasting life in the coming new world of righteousness. All persons of good will are now being invited by Jehovah's witnesses to drink heartily of this life-giving water by taking in this all-essential knowledge of Jehovah and his Son.

[2] During May we will dispense life-giving knowledge to the general public by presenting the combination offer of the *New World Translation of the Christian Greek Scriptures* and *What Has Religion Done for Mankind?* These will be placed on the comparatively small contribution of $2. It can be truthfully said that the *New World Translation* is the clearest, most accurate and understandable translation of the Christian Greek Scriptures available. The book answers clearly the question propounded in its title. The two go well with each other; the combination is a powerful one —a veritable library!

[3] Presentation of this combination offer will require good preparation. It will aid greatly to familiarize ourselves with the Foreword of this translation and its many other distinctive features, as well as note the comments of noted scholars and translators. Make the offer attractive by the use of familiar scriptures, such as those in the sermon on the mount, the Kingdom promises of the mild-tempered ones' inheriting the earth (Matt. 5:5, 6; John 17:3 and others), etc. Notice how much plainer familiar scriptures are! Avoid controversial subjects by giving a Kingdom witness at every opportunity, using attractive and appealing scriptures. Present the entire "combination" offer every time and everywhere: at the initial door-to-door contacts, on back-calls and on studies. For many other valuable points that can be used see also the December, 1951, *Informant*.

[4] When reports are fully compiled (be sure yours is in) it is hoped that a national peak in publishers will be attained in April, 1952. Safeguard and aid to maturity new publishers by continuing to train them in doing field service and in attending meetings.

[5] Be regular and be on time at Sunday morning contact points. Make Sunday count, for that is when the majority of the U. S. public is to be found at home. If possible, work in territory not covered during the *Watchtower* campaign. Yes, let all take up the work of leading others to the healing waters of truth by enthusiastically presenting to them the good news of the Kingdom by using our May offer.

"Let God Be True" in Stock

The Society is now publishing the second edition of "*Let God Be True*". This is a revised edition, some corrections having been made and new points added to bring it up to date. Readers will find that it does not read word for word with former editions. So in conducting home Bible studies in "*Let God Be True*" in the United States, it is suggested that all attending the same study use the same edition, old or new. "*Let God Be True*" was kept out of stock by the Society for a while so the companies could deplete their stocks of the old edition. The book has been reset with new type and some illustrations added. It would be well for the brothers to read this book again. In the United States and other countries where this new edition is released, the publication should be used for company book studies when they have finished *What Has Religion Done for Mankind?* A good supply of this new edition is on hand and all orders for "*Let God Be True*" will be filled with the second edition.

To Male Pioneers

All brothers on the pioneer list who now have a draft classification are requested to advise the Society immediately of their Selective Service classification. This information is needed in order to complete our files for reference.

Be a Pioneer!

With summer vacation near at hand, publishers of all ages are once again invited to enter the vacation pioneer service. Last year over 1,250 publishers made wise use of their vacation period by entering this service. With part-time secular employment and the quota of 100 hours a month in the ministry, many more should be able to enter into this activity this year as well as into the regular pioneer service. Pioneer service is a forward step in the course of a dedicated servant of the Most High God. If you can Scripturally be a pioneer, then by all means you should become a pioneer. Think about it, seriously. If your decision is YES, the Society will be glad to receive your request for an application and will be pleased to work closely with you as you pioneer. Companies should consider this matter at a service meeting during the month. Additional material for this discussion may be found in the April, 1951, *Informant*.

Witnessing in Unassigned Territory

[1] It is suggested that each publisher prepare a five-minute presentation of the three-bound-book offer to be used in the summer campaign. Then let each one witness to another until all have clear, friendly and encouraging presentations. In this way we will be prepared to be real ministers, giving short sermons at the doors. Argumentation should be avoided: rather, work for sincerity, conviction, warmth and enthusiasm. This will make our witness pleasing and constructive. (See *Theocratic Aid to Kingdom Publishers*, Lessons 6, 7 and 20.)

[2] One might use the following to begin his presentation: "Good morning. My name is ..... and I am from ....(city or town)..... I am one of Jehovah's witnesses, engaged in a Bible educational work. Throughout

(*Continued on page 2, col. 2*)

Around the World with Jehovah's Witnesses

Youthful and Vacation Pioneers

Many opposers scoff at the claim of the youthful witnesses of Jehovah to be ordained ministers. But such youthful ministers remember the apostle's instructions, "Let no man ever look down on your youth," and boldly push forward.—1 Tim. 4:12, NW.

Our 1952 "Yearbook" tells of one of these, a boy of 17 years, who is a special pioneer and that in a land where the Kingdom proclamation is banned, Spain. He tours the villages on his bicycle in his part-time work and at the same time distributes Bible literature and conducts Bible studies. (76) And from Colombia comes the report of a boy of 12 entering the pioneer work, conducting studies and doing well as a minister. (113)

While comparatively few of our youthful witnesses may be able to follow such examples, the Society's recommending that secular education include high school, they do have the opportunity each year to be pioneers for a few months under the vacation pioneer provision. Doubtless far more could engage in this added feature than have thus far done so. The report from the Bahamas shows that 12 per cent of the publishers there took advantage of this privilege. (85, 246) And what better way of encouraging children to vacation pioneer than by doing so ourselves?

And vacation pioneering is filled with benefits: increased praise to Jehovah, greater witnessing to both sheep and goats, and valuable training for the year-round full-time service and missionary field in later years. Telling of the effectiveness of the witnessing of such vacation pioneers is the report from Guadeloupe concerning five children and one adult. In spite of opposition they 'went boldly forward and stopped the mouths of the enemy by their intelligent answers'. (69)

Reaching the Isolated

The two primary problems that witnessing in isolated territory present are those of travel and time. But the prisoners in such isolated territory must also hear the call "Go forth!" must they not? Our 1952 "Yearbook" shows how some of our brothers have coped with these problems and how the Lord has blessed their efforts.

It took a circuit servant in Basutoland two days on horseback to reach a group of interested persons. A company was organized as the result of his visit, and when he called again he found that even the local Catholic priest had heeded the call to "go forth". (219) May we not expect similar blessings if we make similar efforts?

A pioneer in Cuba tells of taking almost a whole day, traveling on horseback and by foot, to reach the relatives of the one with whom he was holding a study. In a few weeks' time some had begun to publish, a little later 19 were immersed, "and now, where a year ago there wasn't a single publisher, there are 35 publishers reporting active service." (117, 118) Yes, the question of getting the isolated territory witnessed to may simply be one of our determining to what extent we are willing to inconvenience ourselves, endure a little hardship, physically and perhaps financially, so others may gain life.

And the report from Honduras, giving a number of interesting experiences had by missionaries who branched out into isolated territory, shows how we can find time for such activity—they did it during their vacations. If that is a good way for missionaries to spend their vacations it should be an even better way for all not so fortunate as to be in the full-time service. Right? (153, 154)

Presenting THE GOOD NEWS

From Door to Door with the May Offer

In presenting the *New World Translation of the Christian Greek Scriptures* together with *What Has Religion Done for Mankind?* we must be in position to show persons of good will the need of obtaining them. We might present it thus:

"Good morning. I am a minister calling in the interest of a world-wide Bible educational work. Now for the first time we are presenting the *New World Translation*, which in the field of modern Bibles is most outstanding. The Bible was written before the English language existed, therefore translations are necessary. This is a new translation from the original Greek text and is based on the most ancient manuscripts in existence, and embodies the results of the latest research in the field of archaeology bearing on Bible lands, languages and customs. To ensure accuracy the translation is as literal as modern English usage permits. It mirrors faithfully just what the Lord and his apostles said.

"It is nonsectarian and can be enjoyed by persons of good will of all religions. You may be interested in what an eminent Roman Catholic educator (priest) wrote concerning the *New World Translation:* 'This compact, well-printed volume, buttressed with footnotes and chain references, as the editors call them, has all the appearances of a scholarly work . . . The clarity of their rendering of Matthew 5:37, "Just let YOUR word *Yes* mean Yes, YOUR *No*, No," is praiseworthy.'

"If you have your Bible handy, let's compare your favorite text and note how it sounds in modern English. . . . [Or, use John 3:16; James 1:6 or 1 Corinthians 13:1, etc.] Now while you are looking through it, notice the other valuable aids to profitable reading, such as information about ancient Bible manuscripts, maps, and illustrations. This translation, together with this study aid *What Has Religion Done for Mankind?* is a remarkable means through which you can gain the superior wisdom of the Bible. Wisdom that is desperately needed today. I know that you will greatly benefit from and enjoy your study of this Bible and its companion aid. I will be glad to place this excellent combination with you now for only a $2 contribution.'

Study and carefully plan your presentation. Select and mark particular examples of the *New World Translation's* superiority that can be readily used in field work, as you study at the theocratic ministry school. (Read again Lesson 65 of *Theocratic Aid to Kingdom Publishers.*) Your efforts will reap bountiful rewards as many take this combination, read and study it, and learn the pure language.

Witnessing in . . . (*Cont'd*) the world, during this summer, special arrangements have been made to call upon persons living in less densely populated areas with an important message. That is why I have traveled here today and made this special effort, that I might talk to you and your neighbors about God's kingdom, which is to bring joy, peace and happiness to all. It is this kingdom which we have long prayed for that will make it possible for men to 'beat their swords into plowshares' and for the meek to live on the earth. These three Bible study aids highlight the kingdom of God and are especially prepared to help all who want to get a better knowledge and understanding of the Bible. We are offering these excellent volumes on a contribution of only $1.50 for the set.

[3] "Note particularly this book entitled 'What Has Religion Done for Mankind?' It discusses the history of religion from the very beginning and gives us an insight as to why there are so many kinds of religion today. Then, drawing heavily upon the Bible to support its conclusions, it shows what true religion, acceptable to God, really is." "*Let God Be True*" can then be demonstrated as a great help in understanding basic Bible teachings and doctrinal subjects. If "*This Means Everlasting Life*" is used, illustrate its vital information for Christian living.

[4] Where literature is placed, especially books and Bibles, or marked interest is otherwise shown, we should make careful notation of this on the Good-will Follow-up slip. All information requested should be given. This includes the complete name, street address, route and box numbers, name of county, post office town and state. This is very important. The Society will then be able to follow up this interest by sending interesting letters and other encouraging infor-

(*Continued on page 3, col. 1*)

YOUR SERVICE MEETING

Favorable weather in May will afford an excellent opportunity for aiding new publishers to maturity by taking them along with us in house-to-house work. They need to be shown the effectiveness of the preaching work when it is properly done. The first demonstration will emphasize sticking to the offer, while the second will demonstrate the use of the "New World Translation" (NW) and "What Has Religion Done for Mankind?"

SCENE I: Sticking to the offer.

Part 1 (5 min.) *Positive assists Negative* in house-to-house work. As they approach a rather run-down house Negative remarks: "I'll try this one." Then he says: "I'm sure these people do not have $2 for the combination. Besides, they'll get more information by reading 'What Has Religion Done for Mankind?' It's so simple to understand. Then, too, it will be much easier for me to get a home Bible study started." Knocks on door, presents offer. After short discussion with person who is a bit hesitant in taking combination, Negative immediately drops to the book "What Has Religion Done for Mankind?" Placement is made and, after getting the householder's name, both publishers proceed toward next home.

Part 2 (3 min.) En route to next call. Positive suggests sticking to offer. Negative says: "Yes I really should have stuck to original offer. That person was quite interested and needed the combination" Positive agrees, saying: "We can accomplish much more by sticking to month's offer Our responsibility is not to make the choice for the persons we meet or to try to decide what they will do in advance and thus drop down on the offer when it doesn't seem to meet with immediate approval And if people don't have money, be willing to barter or exchange. But always allow householder to make his own decision regarding campaign literature offer we present by sticking to the combination outlined in the 'Informant'. Let's try another door"

SCENE II: (7 min.) At next door.

Positive introduces message and states purpose of their visit is to give the householder opportunity to learn reason why turbulent conditions exist in world, and eventual outcome as illustrated in God's Word the Bible Yes, religion plays a great part in people's lives; therefore, they would like to have her examine book "What Has Religion Done for Mankind?" along with the "New World Translation". Points to several noteworthy features She may have combination on a $2 contribution. Householder hesitatingly replies: "I would like to have the Bible and book you mention but I'm short of money right now." Positive suggests: "Perhaps you have something of equal value that you would like to trade in exchange for the Bible and textbook—canned goods, cheese, butter, eggs, etc., anything equivalent to the $2 contribution." Householder remarks: "Yes, I have. Will you accept this home-canned fruit in exchange for them?" Positive is willing to trade and takes her name and address for a future visit. Householder thanks both of them and says she would be glad to have them help her to know more about the Bible. On their way to next home Negative remarks that he really appreciated the counsel and will henceforth present *complete offer and stick to it*

SCENE I: (5 min.) Conductor introduces home scene, inviting audience to listen and take notes.

Husband and wife discuss world affairs. Man is worried about war threat, high taxes, living cost; has fear for job, home. Wife agrees. He looks at paper, finds only scandal, bad news, more politics. Wife says he should attend church. He argues no help there. She advocates Bible reading. He agrees, but says, "thee's", "thou's" and other strange wording of his Bible obscures meaning, sometimes contradicts As example, he reads Matthew 6:9-13, AV. Observes King James' language is outmoded and difficult to read and more so to understand. Recalls February issue of "Look" magazine gave proof that last verse of the Lord's prayer is not authentic and that it showed other important differences. Notes churches fail to tell such things, even cover them up. What is needed is a Bible that can be understood. If only help along these lines could be found.

SCENE II: (10 min.) A mature and a new publisher in door-to-door work.

Approach door of above home. Publishers introduce message, present offer, and are invited inside. Publisher demonstrates features. See pictures of the original Greek on page 13. Based on latest Greek scholarship and oldest MS copies, the renderings are accurate, clear. Note also the valuable chain references and appendix, which are found in no other Bible. (Example: Which Mary or Joseph is spoken of in various texts? [P. 789]) Words are translated consistently and no contradictions are to be found Proper meaning is given to verb tenses. The plain, modern language enables you to read the Christian writings as real, meaningful letters to us personally. The Scriptures become a living book, a guide to right living for the new world of righteousness. Only 15 minutes' reading each day will give you a wonderful understanding of God's purposes. Now question is asked, "Is there any particular scripture you want to read?" "Yes, Matthew 6:9-13." NW copy is handed to man to read. Man, with wife looking on, is pleasantly surprised. Another scripture is given to read New publisher next tells of the advantages of book "What Has Religion Done for Mankind?" and shows how this Bible study aid will help them. (Refers to pre-selected questions and points of interest, e.g., pages 21 and 22.) Combination is placed Arrangements made to call back with new publisher noting name and address and promising to personally make it his business to call back. Conductor now briefly recounts main points that should be presented to public. Advises group to study "The Watchtower" of October 15, 1950.

Results of WBBR Poll

Our brothers throughout the field will be interested in knowing exactly what part the Watchtower radio, WBBR, is having in the preaching work. To determine this accurately a house-to-house poll was conducted January 28 to February 3, 1952, in northern New Jersey, lower New York state, including greater New York city and Long Island, and the greater part of Connecticut. There were 104 companies that participated in taking the poll. At each home visited a special WBBR program schedule was left as well as a copy of the *Watchtower* or *Awake!* magazine.

From the results we can appreciate that a tremendous witness was given, because 164,562 persons were talked to in this work. Of this number 23,148 were found to be listeners, which is 14 per cent. That means that of the 15½ million potential listening audience in the area it serves, WBBR has 2,170,000 listeners! It is indeed gratifying to know that so many persons are tuning in to the varied presentations of the Kingdom message.

The Society is grateful for the fine co-operation the companies gave in taking part in this WBBR poll. All publishers in the listening area of WBBR do not now want to stop advertising the station. We want to continue to keep it before the people in the territory WBBR serves as the only station on earth wholly devoted to the kingdom of God. Mention it, please, in your door-to-door work. We will surely get more listeners and we want to help the prisoners to "go forth".

Witnessing in . . . (*Cont'd*)

mation to these persons whose names have been sent in to the Society.

[5] We might try using this approach in getting their names: "As I mentioned, my name is ..... It was a pleasure to meet you and discuss this vital information. I would like to be able to keep in touch with you as well as speak to you directly when I find occasion to return to this community. It may perhaps be possible to send you additional information when it is released and since it won't be convenient to personally visit you regularly, may I have your name and address?" The person's name and address should then be turned in to the local company immediately so it can be forwarded to the Society for handling.

[6] A few suggestions: Make your witness thorough but not wordy. Always let the people see that you are in earnest and are interested in them. When endeavoring to obtain their names, do so with kindly interest and in a frank yet tactful manner. Let them know they will not be obligated in any way: that this is not a commercial endeavor but a sincere effort to assist lovers of truth to get a better knowledge of the Bible.

[7] The Society is providing a letter to be used for all "not at homes". If more than the original consignment is needed, these can be ordered. A letter is to be left at every home where personal contact is not made. If they are not all used up in the unassigned territory work, the letters are not to be wasted, but should be used wisely in our regular territory.

"Strong Refuge" Witnessing Period

3-Bound-Book Offer for Unassigned Territory Work

[1] With increasing woes and troubles, desperately the peoples of this old world seek refuge in the organizations of weak, selfish, and imperfect men. But not so Jehovah's witnesses. They know that man-made organizations are doomed to early destruction. Fearlessly and boldly they continue to call at the homes of the people to point out to lovers of righteousness that "God is our refuge and strength, a very present help in trouble".—Ps. 46:1.

[2] For the next three months of June, July and August the work of God's servants will be devoted mainly to calling on persons living in "unassigned" territory. As a means to aid isolated persons of good will to seek God as their only refuge, three bound books will be offered on a contribution of $1.50. These can include *What Has Religion Done for Mankind?* "*Let God Be True*" and any other bound book. The offer will be the same where publishers work regularly assigned territory.

[3] Our primary work will be planting seed by distributing literature —books, Bibles, magazines, booklets and tracts. The complete names and addresses of those who manifest interest and obtain literature will be sent in to the Society and the follow-up with letters and other information to help these persons will be cared for by the Society.

[4] Many of the preliminary arrangements, such as vacations, car groups, week-end groups, etc., should now be given consideration and planned. A good supply of literature should be on hand to take care of needs. Make the most of all opportunities to spread the Kingdom message in your assignment.

[5] Each company and isolated publisher will receive with this *Informant* a copy of the Unassigned Territory Letter. All companies will read the letter at a service meeting and a *Watchtower* study and then thoroughly discuss its contents at two subsequent service meetings.

Publications Now Available

Counsel on Theocratic Organization for Jehovah's Witnesses
—Cibemba

Will Religion Meet the World Crisis? —Danish, Italian

Tracts: *What Do Jehovah's Witnesses Believe?* (T1-S); *Hell-Fire* (T2-S); *Jehovah's Witnesses, Communists or Christians?* (T3-S); "*Awake from Sleep!*" (T4-S)
—Spanish

UNITED STATES QUOTA FOR 1952
130,308 Publishers

Monthly Field Service Report

March Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	279	139.7	57.6	7.0
Pioneers	6,618	92.6	35.2	5.2
Co. Pubs.	121,136	9.2	3.6	.5
Total Pubs.	128,033			

Public Meetings Held: 6,987

APRIL? MAY? LET'S GO FORTH!

Legal Assistance

Those who desire their material goods, or a portion thereof, to be used, upon their death, to advance the interests of the Theocracy should consider the *Memorandum on Gifts and Wills* prepared by the Society's legal counsel.

The memorandum answers questions concerning wills, deeds of real estate, conditional donations of money during lifetime, etc. You may write for a free copy to Watchtower Legal Office, 124 Columbia Heights, Brooklyn 2, New York.

COMPANY ORGANIZATION

Utilizing Theocratic Resources and Equipment

[1] "The earth is the LORD'S"—yes, and all things in it. To his servants he grants the control of many material things and opens the way for them, in harmony with their dedication, to use such to his name's honor and to the blessing of others. Knowing that all things belong to him, his servants have dedicated their lives and all they have to his service. In serving Jehovah they wisely and liberally employ all things—their life, lips, home, automobile, money, yes, their "all". —Acts 2:44, 45, *NW*.

[2] Particularly is this true of the preaching work they engage in, the planting and watering work to find and feed the "other sheep". For the benefit of God's servants and persons of good will a Kingdom Hall is provided and maintained as a Bible study and service center. It is the privilege of all to contribute toward its upkeep as well as toward bearing other company expenses, such as equipment, heat and light, handbills, and other things required. All contributions, including the "widow's mite", are made as to Jehovah, and are contributed toward furthering the Kingdom interests.

[3] To carry on the work automobiles are a great aid. Those having cars are responsible, as they have opportunity, for their use in the service work. However, considerable expense is incurred traveling to and from territories, to meetings, etc., not only for gas and oil, but also for maintenance. This cost might well be shared by those publishers who are privileged to make use of the vehicle, by contributing at least the equivalent of the bus fare. Most cars have ash trays which can well serve for this purpose. If a car owner does not wish to use contributions to defray expenses, he may place such in the Kingdom Hall contribution box. If practical, an automobile not in running shape might be put into service by a couple of brothers' supplying needed parts, or assisting with the repair work, etc. Co-operation can accomplish many things and make possible expanded service.

[4] Most pioneers who have means of transportation are very glad to use it to pick up publishers and take them to meetings, into service, etc. All publishers should have in mind that these brothers are rendering a loving service and the ones using such transportation should be willing to assist with the expenses so as not to unduly burden the pioneer.

[5] When traveling to conventions, assemblies, unassigned territory, etc., each car group should work out a plan before going as to how expenses are to be handled so that car owners and passengers will all understand the arrangement. Car owners should not be required to carry all the burden, nor should riders be unreasonably taxed. A flat rate could be arranged for, or all in the group should agree to share expenses of the trip.

[6] These statements are submitted to aid in the joint co-operative use of our equipment to Jehovah's praise and are not to be construed as in anywise discouraging the aiding of publishers or persons of good will who are unable to contribute the designated amounts. As far as possible and practicable these should be considered and assisted in the arrangements. Wise and proper use of theocratic resources and equipment should always be made. Paul, at 1 Timothy 6:18 (*NW*), counsels, "Be liberal, ready to share." We are clean from false religion and do not take collections, solicit or ask for contributions. Jehovah's servants recognize that expenses will be present and are willing to do what they can to use all things entrusted to them for Jehovah's honor and to their mutual blessing.

INFORMANT

JUNE, 1952 "Say to the prisoners, Go forth."—Isa. 49:9. BROOKLYN, N. Y.

"Strong Refuge" Witnessing Period

Work in Unassigned Territory Begins

Placing Literature Stressed

[1] This old world is crumbling! Millions are confused, panicky, desperately seeking a strong refuge of safety. From one scheme of men to another they scurry, only to find that they are like houses built on sand. Yet, in the midst of this world there rises like a strong tower the visible organization of Jehovah's true worshipers. In it alone is safety, for Jehovah is its refuge and strength, a very present help in these troublesome times. Knowledge of God's Word is necessary in order to be in his organization and to come under his protection. Those within Jehovah's strong refuge want others to learn of this so that they too can enjoy lasting peace and comfort.—Ps. 46:1.

[2] During June an attractive selection of bound books will be presented to millions of persons in unassigned and assigned territory. *What Has Religion Done for Mankind?* "*Let God Be True*" and one other, on a contribution of $1.50. Make a real effort to show people what valuable information these books contain. Tracts, catalogues and the Society's letter to leave with "not at homes" in unassigned territory should be carried into the field and placed in accord with instructions.

[3] The time is now here to reach territory that has not been covered with the Kingdom message for some time. Have a well-thought-out presentation before beginning work in your territory. It might carry the following thought: "Honest persons desire happiness and the end of wicked conditions. God's kingdom will bring an end to misery and introduce permanent happiness. There is a strong refuge even in the midst of this wicked old world and these books search God's Word and point out where you will find such strength and refuge." Give a good, clear, easy-to-understand witness. Have the three books ready to display. It is good to first show all three books together. Then you might put two of them under one arm and show the person points of interest in each book, one at a time. Open the book and hand it to the person rightside up as you directly face him and thus let him see and read for himself. Illustrate the use of the table of contents and the Scripture index in the book.

[4] Company publishers who will not be working unassigned territory can accomplish a good work in their home territory. Endeavor to work sections of territory that have not been covered as frequently as others. Hold public meetings in them, and plant as much seed as possible by placing literature. Back-calls can be made and interest cared for. Company book study groups can meet at contact points convenient to territory they will work. It does not necessarily mean going long distances to work, but simply getting into fields where the witness has not been given for some time.

[5] Honest-hearted persons everywhere have a real need for a strong refuge. We know where they can find it. Let us continue to comfort them with the assurance that "God is our refuge and strength, a very present help in trouble"—Ps. 46:1.

Preparation for Summer Work

The following is a portion of a letter received from a company making plans for summer activity:

"Several publishers and I were over mapping out our assignment and in general gathering information for our master map, and everywhere we went we found the people ready and eager for the Kingdom message. We found one good-will rancher where we can have a regular *Watchtower* Bible study beginning June 1 and keep all our literature and supplies there as a base. The principal of the high school gave us permission to hold the circuit servant's Sunday talk in the auditorium free of charge. Also the grangemaster said we can use a fine Grange hall free

(*Continued on page 3, col. 1*)

Effective Talks in the Theocratic Ministry School

[1] So that those taking part in the theocratic ministry school may give the greatest possible help to the company in the way of interesting and instructive talks, the following suggestions are given.

[2] The instruction talk should be logical and coherent, thus easy to follow: the doctrinal points made clear and the admonition on conduct

(*Continued on page 3, col. 3*)

132,797 Public Praisers!

It has been done! April 1952 saw 132,797 public praisers in the field. This is the first month of the service year that we have exceeded our quota. This was not done by wishful thinking or by a few individuals' doing it all; no, but by each one of us doing his share, uniting and working in accord with the local company organization. We faced the problem called to our attention in the Society's letter to all publishers dated February 20, and, having a desire to overcome it, are now progressing toward that end. It meant, first of all, each one's getting out into the field work and then helping others to do the same. How gratifying to see all working together and having a part in this public praising!

Now we are in stride, organized and moving forward with Jehovah's blessing being manifested upon our efforts. In the months ahead, just as during April, let us continue to exercise love, patience and consideration for each other as we progress toward maturity. We are not interested in merely having a new peak, but, rather, we desire that each and every one become a mature minister of God, able to teach and enjoy blessings in serving Jehovah regularly.—Heb. 5:12-14, *NW*.

Personal instruction and assistance are still needed by many to reach maturity; so onward we will go helping one another not just to serve one or two hours a month so a report can be turned in, but to

(*Continued on page 2, col. 2*)

Around the World with Jehovah's Witnesses

Public Meetings

Christians today follow the example of Paul in making use of every opportunity to give a public witness. (Acts 17:16-34) Particularly should we be alert in this regard as we work the isolated territories.

We may not be able to obtain a public meeting place, but what of that? A small company in Austria held a public meeting in an isolated town, where, due to clergy opposition, only four attended. Unable to procure the hall for further meetings they held the next meeting out of doors. Eighty attended that meeting.—See "Yearbook", page 84.

Nor should we feel that the effort will not be worth while just because we may not have much time to advertise the talk. In one isolated town in Nicaragua, two brothers had just two hours to advertise the public talk to be held in a home that evening. By the time the conclusion of the talk was given 125 were listening, the meeting having spilled over into the street. (183, 184) And for an example of results of a public meeting held in a home see report on El Salvador. (133)

Nor should we let opposition to our public meetings discourage us. If we press the battle to the gate we may expect the Lord to give us the victory as was the case in Costa Rica where a public meeting in a park was broken up by a priest-led mob. By not surrendering to the enemy the meeting was held the following week with police protection, and 150 heard the lecture. (114-116)

Expressing Appreciation

Added privileges of service, such as witnessing in isolated territory, usually mean added burdens and even hardships. But dare we consider these burdens too great to be borne in view of what our brothers put up with in other parts of the world?—Job 23:12; Ps. 84:10.

Jehovah's witnesses in Thailand continue in the service during the rainy season even though, when at its height, they have to use oxcarts and small boats, walk barefoot through streets that are seas of mud and then wade knee-deep in water to reach homes. (235, 236) Working our isolated territory may also pose travel problems, muddy streets, etc., but surely that should not discourage us.

And although our brothers in Korea, due to war conditions, experience great difficulty in getting even the bare necessities of life, their chief concern, as our "Yearbook" shows, is not for the material, but for the spiritual food, so that they can continue on in the work. (71, 72) And how the Lord is blessing that appreciation! ("The Watchtower", April 1, 1952) In caring for the isolated territory, sandwiches may have to take the place of Sunday dinners, but if we show the same appreciation that our brothers in Korea do, may we not expect similar blessings?

In Taiwan (Formosa) a newly interested person kept going ahead in Jehovah's service even though mobsters had damaged his farm and stolen his farm animals because he stopped worshiping idols. (167) It may be that a like intolerance and violence will greet our activity in isolated assignments. But that should not cause us to stop preaching, for how do we know but that there are some of the Lord's sheep scattered in among such goats?

Presenting THE GOOD NEWS

In Unassigned and Home Territories

Kingdom publishers may find the following suggestions helpful.

A friendly, "Good morning. I'm working in the interest of true worship, acquainting the people in this community with three popular Bible aids: '*Let God Be True*', *What Has Religion Done for Mankind?* and '*This Means Everlasting Life*'. This combination of three volumes is being left with persons of good will on a contribution of only $1.50. You know, there are many religions claiming to be Christian in the world today, yet we have only one Bible and one God. The real truth as to which religion is the correct one is to let God be true. This book '*Let God Be True*', based on the Bible, will aid you to understand its fundamental doctrines and the basic requirements for those who want to adhere to true worship. The conclusions are not beclouded by sectarian interpretation. And so that you might have a complete picture of the numerous religious beliefs that men cling to, and their origin, *What Has Religion Done for Mankind?* has been provided. Accurate knowledge is essential to life. '*This Means Everlasting Life*' will provide Scriptural knowledge that is required for true worship. Rather than express any personal opinions on these matters, reliable sources which can be turned to for the truth are used. Here, then, is a literal storehouse of information which you may have for only a $1.50 contribution. I'm sure that you will enjoy reading these books as well as having them as a part of your private library." Then get their name and address and tell them you would like to call back at their convenience to demonstrate the most efficient way to study the books. If in unassigned territory, submit the name and address to the Society.

After your introduction an effective way to arouse householder's desire to have combination is to ask him a question or two: such as "Have you ever wondered why there is a rainbow in the sky? Do you know its significance?" Continue with: "*What Has Religion Done for Mankind?* page 80, paragraph 10, answers these questions. It means more than a mythical 'pot of gold'. The Scriptural evidence shows that it serves to remind man of God's everlasting covenant and the sanctity of life. Numerous other Biblical questions and related Scriptural subjects, such as marriage, rearing children in divine favor, a new earth, resurrection, etc., are treated by the companion books '*Let God Be True*' and '*This Means Everlasting Life*'. You will be more than pleased to have this combination to read and study in your home. You may have this set on a contribution of only $1.50."

Public Praisers (*Cont'd*)

render praise as much as possible, engaging in the door-to-door ministry, having a part in the back-call activity, conducting Bible studies with other persons of good will, etc. Company meetings and the company book study arrangements are very important to us and to the ones that we are privileged to assist. Make it a practice to be a regular meeting attender and to engage in all features of the service. "Let us consider one another to incite to love and right works, not forsaking the gathering of ourselves together, . . . but encouraging one another" from now on without letting up.—Heb. 10:23-25, *NW*.

Memorial Report

	1952	1951
Memorial Attend.	196,266	178,728
Number Partakers	8,968	9,778
Pub. M't'gs Held	2,166	1,902
Pub. M't'g Attend	112,050	94,766

1952 *Watchtower* Campaign

The 1952 *Watchtower* campaign was a tremendous success. United States publishers reported 41,415 more subscriptions this year than in 1951, or a total of 264,159. Be alert to use this means of saying to the prisoners "Go forth", by obtaining subscriptions for the magazines whenever the opportunity presents itself throughout the remainder of the year.

UNITED STATES QUOTA FOR 1952
130,308 Publishers

Monthly Field Service Report

April Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	251	141.1	59.0	7.3
Pioneers	6,572	94.7	35.3	5.0
Co. Pubs.	125,974	9.0	3.4	.5
Total Pubs.	132,797			

Public Meetings Held: 8,360

YOUR SERVICE MEETING

The prisoners living in unassigned territory urgently need a strong refuge. They need to forsake the failing and inadequate organizations of men. Undoubtedly a number of these will respond to the call to freedom and will eventually hail the King. The following demonstrations will visibly call to our attention the urgency and details of how we can aid these persons. Companies that have no isolated assignments may adapt these demonstrations to apply to their unworked territory or even to unworked personal territories held by publishers.

Scene 1: (3 minutes) A man is talking to his wife about summer isolated territory campaign, which had been featured on company's last service meeting. He argues he can't see why publishers should put themselves out so much when the company can't get around its territory more than once a year now. Also, he has worked hard all year and when vacation time comes he wants to be on his own and rest. He'd like a vacation at the seashore, or to get off to himself away from people for a while. Besides, his own personal territory could stand more working, and if he wants to put in a day or two of his vacation there he can do that. Wife goes to cook supper and he falls asleep and dreams.

Scene 11: (12 minutes) Hidden voice is heard, saying, "Calling car 15. Go to 12 Maple street and pick up negligent publisher." "Policeman" shows up and leads publisher to "Court of Conscience". Publisher stands, judge appears and reads charge of "turning down Kingdom opportunities". Publisher pleads "Not guilty", sits in defendant's chair; charges are made. One shows how publisher always said he would like to pioneer if he could; now he turns down chance to try it 1 or 2 weeks. Another points out how happy defendant was when a witness called on him when he lived in rural, and now he is in truth. Questions raised. Was Paul of that mind? Reads Romans 15:20, 21. What if apostles had felt that way when the governing body assigned them? (Gal. 2:7-10, Acts 22:21; 13:2-4) What if Paul had been disobedient to the heavenly vision? (Acts 16:10) Publisher says he really loves the Lord, just didn't see the necessity of the work clearly enough. Judge finds publisher guilty, but suspends sentence on condition that he give careful heed to admonition from court. Judge gives instruction from scriptures such as Matthew 24:14 and Isaiah 52:15. Cites examples of accomplishments of missionary work from "Yearbook" (such as pp. 64, 129, 147, and 154). United States, with 1 publisher to about 1,000 population, can stand much more expansion of good news before it is thoroughly preached to; should certainly get most thorough witness. Taking vacation by doing rural work would be most enjoyable.

After admonition, publisher awakes in living room. Tells wife that his conscience recalled to him all he had heard at service meeting, and that they had better get a stock of books and prepare to go with company in isolated work.

Scene 1: (4 minutes) Car group traveling to unassigned territory.

Chairs arranged as seats in a car. A discussion ensues. One publisher muses: I wonder what territory we will be working? Brother Foresight, car captain, tells of previously surveying area and determining most advantageous manner of covering it. He knows just where each in group will work and briefly outlines general strategy. Publisher is relieved and thankful that Brother Foresight has foresight. Another publisher is sure something has been forgotten, enumerates items. Everyone is properly equipped except Brother Diversion, who brought only blankets, swim suit, suntan lotion, etc. He is tactfully informed that our first consideration should be that of witnessing in this unassigned territory and when that is done if someone wishes to swim or otherwise relax it will be all right. It may refresh some for back-calls in the evening. He accepts counsel and arranges to borrow more literature. Someone suggests that each give his presentation of offer for benefit of self and others in car. Group agrees and this is started.

Scene 2: (8 minutes) At Work!

One publisher calls at door to present offer but no one is home. Letter, Catalogue and two tracts are safely and securely left at door (not in mailbox). Another publisher makes a call and gives a complete witness. Real interest is found. Householder takes offer. Arrangements are made and agreed upon to call back that night to demonstrate effective manner of personal home study of Bible. Name and address are obtained and reason given. Friendly departure is made.

Scene 3: (3 minutes) Returning home from territory late Sunday afternoon.

Same group and chair arrangement. Start discussion of week-end experiences, contacts made, studies started, public meeting arrangement and attendance, etc. All, including Brother Diversion, are enthusiastic over the work accomplished and interest found and pledge further co-operation. Brother Foresight is pleased and agrees to make future plans for the group. He drives carefully while reports and Good-will Follow-up slips are completed and Bible quizzes are carried on.

Summer Work *(Cont'd)*

(usual rent $20), in a good location.

"We have our master map up at our Kingdom Hall on a board with room around the edges for small white cards thumbtacked with small red strings running from all principal towns, roads, Grange halls, newspapers and radio stations, schools, camp grounds, also distances from many various locations, and populations of all towns, settlements, etc. This will save lost motion and wasted efforts, gas and time. We appreciate the Society's advice to prepare."

Brooklyn Bethel Vacation

The Society's offices, factory and Bethel home will be closed from August 9 to 24 inclusive for the annual vacation. Orders and correspondence sent in during that period will not be handled until some time after the reopening of the offices. To avoid delays it will be necessary to anticipate your needs well in advance and place your orders in ample time for attention before the vacation period. Circuit and district servants will have their vacation during the same two weeks.

Effective Talks . . . *(Cont'd)*

driven home with a punch. From reports at hand, it seems that some have become hazy on what *Theocratic Aid to Kingdom Publishers* has to say about outlining a talk, its introduction and about coherence. It would be well, then, to review lessons 31 through 36 and 43.

[3] In the instruction and third student talks, scriptures may be used in any order desired to gain the best coherence and exposition. It is not necessary that all the texts be used, but certainly a majority should be, and reference to scriptures not in the chain should be kept at a minimum, if used at all. In the instruction talks an appropriate title, based on the chain word, should be selected and then announced by the school servant. For example, the title "Imitating the God of Mercy" could be used for the chain word "mercy". Particular attention should be given that the theme is maintained throughout.

[4] In the third student talk the theme will be stated in the form of a question propounded by the person of good will at the beginning of the discussion. This question should be clear-cut. Other relevant questions may be asked as the discussion proceeds, so as to allow for discussion of related angles of the theme. These, however, should be secondary and incidental to the theme.

[5] The first and second student assignments should have an interesting but brief introduction appropriate to the material they will read. After the reading and after having given four or five good analytical points, the conclusion should revert back to the theme of the chapter and not merely be a comment upon the superiority of the translation.

[6] To be equipped to give helpful comments at the proper time, the audience should prepare in advance. Points of comparison in the material read should be weighty, have a vital bearing on the truth or make for a clearer understanding of the text and not merely be use of a synonym. Marginal references and footnotes should not be neglected; they often throw much light on the understanding of a text. Comments should be brief so as to allow as many as possible to partake. Points that have been repeatedly made may be left unnoted. In comments by the audience on the third student assignment it should be borne in mind that the point to be discussed is how well the question chosen was answered by means of the chain texts used and not the manner of delivery. To be able to do this properly it will be necessary to look up the texts beforehand.

Giving God's Word First Place in Our Lives

Continue Three-Bound-Book Offer

All nations, without exception, have failed to give God's Word the first place. As a result, today there is "anguish of nations, not knowing the way out". Christendom has joined the nations and is now spotted all over with uncleanness of this corrupt world. Are any obeying Jehovah's command as expressed at Ps. 119:9, 16 (*AT*)? Yes, His name people are. They heed God's Word and give it first place in their lives and offer others the opportunity to do the same by declaring it to all who will hear.

July offers excellent opportunities to give God's Word first place by our continuing to present three bound books on a $1.50 contribution in unassigned and home territory. The summer weather will be advantageous in working our territory and long days can be spent in this service. Rural territory is pleasant to work. New publishers will be stimulated by joining in the service. Plan outdoor public meetings on park lawns, in front yards or wherever convenient and practical.

Public Service Radio Program

Every city that has a radio station has a potential avenue to "say to the prisoners, Go forth". It is hoped that many of these stations will be used to open the ears of many sheep in our home communities by giving them the opportunity to hear. The Society is sending to all company servants with this *Informant* a letter outlining the arrangement, along with script No. 1 of THINGS PEOPLE ARE THINKING ABOUT. The letter contains detailed information on program presentation, use of script, approach to radio station managers and program directors, selection of personnel, as well as general counsel. Every effort possible should be made, by the company servant or those whom he selects, to obtain this time to broadcast FREE in the company's territory the special program service provided by the Society.

The company servant should select those best qualified to represent the congregations of Jehovah's witnesses in this matter. If there are several radio stations in town and contacts require leaving the script for consideration, we suggest that an exact copy be made of script No. 1, neatly typewritten, for submitting to such stations for their examination. Company servants should follow through on the instructions set out in the letter.

Those unable to work in unassigned territory will continue to concentrate on regular company territory that has not received due attention. Call back on placements and try to start studies. Bible studies will aid persons of good will to put God's Word first in their lives.

What place does God's Word occupy in your life? Does it take first place? Are you careful not to permit other cares and interests to snatch first place in your life? If your answer is *Yes*, it shows that you recognize God's Word as being practical for our day and certainly you will tell others about it.

Gilead Graduation

Inquiries are coming in with reference to Gilead graduation for the week end of July 26, 27. Those requesting rooming accommodations should write to the Gilead Rooming Committee, Box 8, South Lansing, New York.

It is suggested that those who do obtain accommodations through the rooming committee accept their assigned rooms. If for any reason they are unable to attend, they should notify the landlady as soon as possible, whose address always appears on the pink assignment card. This will be for the benefit of all concerned.

COMPANY ORGANIZATION

Isolated Publisher

[1] An isolated publisher is one who does not live in company territory and is unable to regularly associate with a company because of extreme distance. Isolated publishers are part of Jehovah's theocratic organization, sharing in its privileges and responsibilities. Therefore, the Society desires to assist them in every way possible to care for Kingdom interests in their locality.

[2] Wherever practical, the Society will assign the territory in which an isolated publisher or group lives to the nearest company, even though it may be some distance away. This arrangement is made to encourage attendance at company meetings as often as possible so they might regularly receive beneficial counsel, help and encouragement for their advancement in the ministry. If necessary, other meetings, or at least a *Watchtower* study, can be established by the company for the benefit of these publishers. The company can also supply them with the *Informant*, mailing it if necessary, in addition to literature and other witnessing equipment. They should be kept informed of the circuit servant's visit, the circuit assembly and other company activities. Their field service reports are to be turned in to the company. Under this arrangement, they will be taken off the isolated publisher list and will be recognized as part of the company.

[3] Where it is impractical for isolated publishers to associate with or report to a company, the Society will assist them directly, providing them with the *Informant*, literature at company rates and report cards which should be mailed directly to the Society at the end of each month, and will include the combined report of others if there is a group. Where there is a group, the most active and capable publisher should be selected to communicate with the Society and the Society advised to that effect. Even though they are not organized as a company, they should have regular meetings and service arrangements. When visiting the nearest company, the circuit servant will, if possible, take a day or so to assist the isolated publishers, and make a report to the Society. He can ascertain the prospects of forming a company in that area and, if advisable, a company application with its recommendations can be sent to the Society for its consideration. The one recommended as company servant, to qualify, must have symbolized his dedication by water immersion, be able to set a proper example and be willing to carry out instructions. If no one is qualified to serve as company servant, then the group should continue the existing arrangement until a company can be organized.

[4] Where a pioneer has developed an isolated group and believes that a company can be organized, he may fill out and submit a company application form to the Society's office. Should an isolated group feel able to function as a company, the most qualified publisher of the group may write and explain their situation to the Society's office, request a company application form, fill it out and then return it. Pioneer help should not be requested as a condition in order to be organized into a company.

[5] As the Kingdom work continues to expand, many who are now isolated publishers will be organized into company groups, sharing the blessings of that arrangement, and contributing with greater effectiveness to the expansion of Jehovah's work to his praise.

INFORMANT

JULY, 1952 "Say to the prisoners, Go forth."—Isa. 49:9. BROOKLYN, N. Y.

Giving God's Word First Place in Our Lives

Special Territory Coverage Continues

Make Your Time Count

1 What is your greatest desire? Is it to be an honor and praise to Jehovah's name? To prove yourself worthy of the name that you bear? To share with others life-giving knowledge that has been shared with you? To give God first place in your life by heeding and living his Word? (Ps. 119:9, 16, *AT*) Nearly one-half million of the earth's inhabitants today can and do answer Yes. And you are one of them. You believe God's Word, have full confidence in it, have arranged the affairs in your life so that it has first place and you enjoy publishing its message for the blessing of others. What a grand desire to have and to put into practice!

2 Groups having unassigned territory should give proper attention to working it. Interest found should be properly noted and names of good-will persons sent to the Society following each week's activity, as instructed. Time for working special territory is limited. Make your time count. Get an early start witnessing in the territory and spend many hours in active service. Thoroughly and systematically cover the assignment. Give a friendly, helpful witness to all that you meet. Not-at-homes are to be left two tracts, a catalogue and the special letter stating that one of Jehovah's witnesses has called. It may be possible in some cases to make a return call at these homes before leaving the territory. Many who were not at home will have returned and examined what you left them. Interesting calls will result, and it will make for thorough territory coverage. Back-calls, too, can be made wherever possible.

3 Groups working in regular company-assigned territory will diligently endeavor to serve sections that have not been witnessed to for some time. Make your time count here too. Meet by 9:30 a.m. at the contact point Sunday, discuss the daily text, try some friendly presentations and then go right out into field work. After spending at least two hours in door-to-door work presenting the offer, why not spend an hour or so making back-calls? Most publishers will be working near or in territory covered the preceding week. It is an opportune time to call back on previous placements. Also, some not-at-homes may be called on, and probably on these return calls many of the householders will be found at home. Then,

(*Continued on page 2, col. 2*)

Magazine Distribution Expands the Kingdom Witness

Results of the 1952 *Watchtower* Campaign

1 Christ Jesus instructed that the things told as if whispered regarding the Kingdom and its blessings should be amplified and preached from the housetops for the benefit of the world. Modern-day witnesses are very busy in this regard and the whole world is being reached with the good news of Jehovah's kingdom.

2 All the facilities at their command are used in this proclamation and it is interesting to observe how the magazines are used extensively in getting the message of the Kingdom to the people. Each year a four-month *Watchtower* campaign is conducted and it is thrilling to see the great number of new subscriptions received from the field as well as the enormous number of distributors' copies that go out to be distributed individually by the publishers from house to house and on the streets. Notice the results of the past three campaigns as reported by the witnesses in the United States:

Year	New Subscriptions Received
1950	180,829
1951	222,744
1952	264,159

This represents subscriptions for

(*Continued on page 3, col. 3*)

Tracts Ideal for Incidental Preaching

1 Reports and experiences indicate excellent results have been obtained in using tracts in incidental preaching. Tracts not only open the way to a Kingdom witness but make way for back-calls, Bible studies and getting people to attend company meetings.

2 One report relates that while a publisher was engaged in magazine route work the occasion arose to make a back-call. At the home where the back-call was being made a guest was present who was fed up with all kinds of religion and was under the impression that the "Jehovah people" were just another branch of false religion. Being in a hurry she could not allow the publisher time to explain what Jehovah's witnesses believe or the purpose of their work. However, the publisher was alert to the situation and offered the guest some tracts to read later. Getting the address of the guest from the householder the publisher called at the guest's home and was warmly received. Had the tracts been read? Yes; and now this newly interested person asked for some additional tracts so that they could be sent to her son in the armed forces. Unable to contain herself over the newly found truths, she began to talk to her close friends and was able to arouse the interest of one of her neighbors. She arranged to make a call on this neighbor and asked the publisher to go along. The three ended up studying the tract "What Do Jehovah's Witnesses Believe?" After a thorough discussion of this tract to the satisfaction of all, the publisher introduced a bound book and a study was started in earnest. Within a few weeks' time both the guest and her neighbor were attending company meetings.

3 Misinformed persons are given a good opportunity to appreciate the truth when it is presented to them through the tracts. By using a tract, one witness was able to remove the suspicions of a housekeeper by answering her questions as to whether or not Jehovah's witnesses were

(*Continued on page 4, col. 1*)

Around the World with Jehovah's Witnesses

From House to House

Going from house to house is a basic theocratic activity. How can we say to the prisoners "Go forth!" unless we first find them, and what better way is there of finding them than going from house to house? —Acts 5:42; 20:20.

In going from house to house do we always make sure to see that every home receives a witness? In Australia, as shown by our 1952 "Yearbook", because a publisher went back to witness to a home previously missed, one of the Lord's other sheep, though physically deaf, heard the good news of the Kingdom and took his stand. Now he is helping others to hear spiritually while he confidently looks forward to receiving his physical sense of hearing in the new world. (81)

And while attending assemblies let us not neglect the house-to-house activity. In the Saar, as a result of house-to-house activity during a circuit assembly interest was found at a home; which, being followed up soon, became a home Bible study with ten taking part. By the time the next assembly came around, six months later, six of these were immersed. (139)

We may be engaged in the house-to-house activity, witnessing to one householder after another without finding any interest and still it may be that appreciative ears are listening. That is what one Guatemalan publisher experienced: no interest at the doors but much interest on the part of construction workers on the street who had overheard his preaching. (148) Yes, house-to-house activity brings results. Are you engaging in it regularly?

"Buying Out the Opportune Time"

At Ephesians 5:16 (NW) the apostle Paul counsels us to 'buy out the opportune time for ourselves because the days are wicked'. Surely never before have the days been so wicked as now nor has the need to buy out the opportune time on the part of God's servants been as urgent as in this pre-Armageddon era with the eternal destiny of so many at stake. —Ezek. 3:17-21.

A good way to buy out the opportune time is by witnessing while traveling. The missionaries sent to Ethiopia found the first few months there rather difficult. Then one day as one of them was walking along a road he accosted an Ethiopian youth and witnessed to him. The young man showed keen interest and he, together with his friend, were the first native Ethiopians to become publishers. Before long one of them had 20 attending his home Bible studies. (66) Missionaries in Liberia had a very similar experience. (73)

A circuit servant in Finland made good use of the long delay incident to changing trains on his way to a circuit assembly by arranging for a public lecture. A young woman who heard the lecture was convinced of the truth, journeyed to the assembly city and was baptized at the assembly. (135)

In British Guiana a lone publisher will often place from 40 to 50 magazines in just a few hours of witnessing while traveling by boat or train. (94) If all would be thus alert to buy out the opportune time how much greater would be the witness given and how our average hours would increase!

Presenting THE GOOD NEWS

With the Three-Bound-Book Offer

How would you present three bound books to the people that say they already have a lot to read? Something like this might be used:

"True, no doubt you do have much reading material, but the books I have here are not like newspapers containing only current events and that pass out of date very quickly. These books are permanent reference works and will furnish many hours of contented reading in the months ahead. You can quickly get the Bible's answer to many of your questions simply by turning to the indexes in these books. For example, you might wonder about the scripture at 2 Corinthians 4:4 (*NW*) regarding 'the god of this system of things'. Turning to the scripture index in this book, *'Let God Be True'*, it refers you to four different pages where it discusses Satan the Devil. Note one reference tells about Satan's offering all the kingdoms of the world to Christ if he would do an act of worship toward him. (Refer to other pages.) Thus you get a clear understanding of the scripture that tells about 'the god of this system of things'; and it answers many other Bible questions. You see, the book identifies Satan and tells you who he is, why he exists and how he works.

"These three books give information on subjects that are of the highest importance and concern to you. We are leaving all three on a contribution of just $1.50. They cover subjects dealing with everlasting life, true and false religion and basic Bible doctrines. *'This Means Everlasting Life'* explains in detail the formula for successful living. *What Has Religion Done for Mankind?* treats the major religions from the time when there was only one true religion down to this day when there are many religions and gods. The book *'Let God Be True'* reviews God's purposes and shows how he has been true to his word recorded centuries ago."

Then: "Did you say you think your religion has a different understanding? You know, when people want to settle a difference of opinion about the pronunciation or meaning of some word, they go to the dictionary because they recognize the dictionary as an authority. Well, the Bible is an authority like a dictionary when it concerns such vital things as our way of living and our religion. These books have been published to give the Bible's authoritative answers to many puzzling questions about life and world conditions. They let the Scriptures interpret themselves and leave ideas and traditions of men out. Also, these publications are a bulwark against communism because they fill the need for true religious education today. Taking in knowledge is an essential requirement for everlasting life, just as John 17:3 shows. Sincerity alone is not meeting God's requirements, because many heathen persons are sincere in what they believe but they do not have accurate knowledge of God. You'll find wonderful knowledge in these three books. As I said at the beginning of our discussion, you may have these three bound books for only a $1.50 contribution." (See the June 1, 1952, *Watchtower* magazine for more suggestions on effective preaching when objections arise.)

Giving God's . . . (*Cont'd*)

of course, after a good day well spent in field work, do not neglect to meet together for the public talk and *Watchtower* study, bringing persons of good will toward the Lord to the meetings with you.

[4] Whether working assigned or unassigned territory continue using the wholesome three-book offer, *"Let God Be True", What Has Religion Done for Mankind?* and the third one can be *"This Means Everlasting Life"*, or any other bound book. Take the entire offer out of your witnessing case when you make your initial presentation. Let them know as soon as possible that a contribution of only $1.50 is all that is required to obtain these three Bible aids. Demonstrate briefly the benefits of each book by directing attention to particular features and pointing out that 83 complete subjects are treated in the entire set, with almost 1,000 pages of informative and detailed research material compiled. Try various ways of presenting the offer, note points that seem effective and let your presentation be governed accordingly.

[5] God's Word should have first place in our lives always. Study it, live it, and share it with others so that they too may come to have a desire similar to yours, namely, to be an honor and praise to Jehovah's name as they give God's Word first place in their lives and walk the way that leads to everlasting life.

YOUR SERVICE MEETING

In order that we may be able to give God's Word the first place in our lives personal organization is necessary. The following demonstrations are designed to portray the effect personal organization has on our house-to-house preaching and our success as Kingdom publishers.

SCENE I (7 minutes) Car group arrives at unassigned territory. Proper personal preparation is evident as the car captain dispatches the group into the field. He assigns each a portion of territory. He checks to see that *everyone has a good supply of all necessary* equipment. He mentions the suggestion in the "Informant" to put in a good day of house-to-house work *and to make every effort to place* literature during this special work. After the territory assignment has been fully covered and time permits, a portion of the day should be set aside to call back on those who have taken literature, manifested interest, or were not at home, to talk to these persons and study with them.

A new publisher is with them and one of the mature publishers suggests that he accompany him to a few doors. The two then make a call and demonstrate how to present the offer effectively. Now the mature publisher asks the new publisher if he would like to make a call alone. He does, and each goes to a different house.

SCENE II (3 minutes) Later in the day the new publisher hints that it is time to stop. The other calls to mind the Society's suggestion to spend a portion of their day calling back on those persons who took literature previously. He explains that some who were not home earlier may have returned from church and can be contacted, also this form of service provides variety and increases time spent in service. The brother invites the new publisher to accompany him to make a call on a man with whom he could place only a magazine the last time. The two agree to go.

SCENE III (5 minutes) Call is made on the person where placement was made. The man is pleasant and invites them in. He says that he read the magazine and liked the clear presentation of Biblical subjects. He adds that he has always believed there was something to the Bible but now through this publication he realizes its value. He cannot understand, however, why so many people ignore it. The brother hands him a copy of "What Has Religion Done for Mankind?" and suggests they turn to page 26. They begin to read and look up supporting scriptures as they read along. The question is answered clearly and successfully and then the three books are presented and arrangements are made for a back-call. As they walk away the new publisher remarks how quickly the time went and perhaps more calls can be made after the public meeting. [Companies having no unassigned territory and those that have publishers working in home territory can adapt portions to fit needs, such as doing house-to-house work for two hours and then devoting one hour or so to calling back on literature placements or not-at-homes.]

Necessity of Personal Organization

SCENE I (5 minutes) Brother opens with short talk on "What Makes a *Good Pioneer?*" *Why is it some under* practically the same circumstances do not pioneer? The extent of personal organization as a company publisher often determines whether one will see necessity of pioneering, and if so, be successful and stay in pioneer work, or even be a good company publisher.

Then he as commentator introduces a pantomime. It is after service meeting. A brother is wishing to go in isolated territory work this week end, but hasn't arranged to go with a car group regularly, is running around trying to find a place in a car. He will be without equipment when the week end arrives. Another, prepared as far as transportation is concerned, is making further preparation by getting supply of proper literature, letters, tracts, etc., at stockroom.

SCENE II (5 minutes) A week elapses; the two are talking. "Unorganized" says he's not going with same group next week end, for he didn't place any literature. "Organized" says he has some calls and will have to go back. With this and the interest in *his territory at home he can't find* time enough to get the work done. He has been taking more and more time from other things for the service, but about the only way he can do justice to it is to start pioneering. He speaks of things "The Watchtower" has said about vital importance of organizing ourselves for new world living. It has never given us unnecessary admonition. (Short, pithy statements from issues of "The Watchtower" such as March 15, 1952, may be repeated.) "Unorganized" asks to go next week with "Organized" for training.

SCENE III (5 minutes) Returning from work, they pause in the market place of a small town. "Unorganized" speaks of experiences had and record of several good-will names. "Organized" says he is constantly mindful of fact we must organize ourselves, not only for our own good, but also for the good of the many persons who are in darkness and seeking the way of life. While speaking, they overhear a discussion about Jehovah's witnesses. They get the advantage of opinions expressed, and hear how our sincerity, tactfulness, zeal and desire to get our new world message to the people impress them—how people take careful note of the way we do the work, whether organized, efficient, or unorganized; reception is influenced much by our actions. "Unorganized" then expresses appreciation of experience and says although he can't pioneer at this time, he is sure he will now make a better company publisher.

If conductor desires, he may round off demonstration with short conclusion about being better organized publishers, company or pioneer.

Publications Now Available

Will Religion Meet the World Crisis? —Finnish

"Let God Be True" —Japanese

Can You Live Forever in Happiness on Earth? —Lithuanian, Twi

"This Means Everlasting Life" —German

New Circuit and District Servant Talks

Circuit servants will speak on the subject "The Truth–Where to Find It" on and after September 2, 1952. On and after September 30 the public talk "Where Is This World Heading?" will be given at circuit assemblies by the district servant. Please order handbills accordingly.

Magazine Distribution ... (*Cont'd*)

both *The Watchtower* and *Awake!* Of the 264,159 new subscriptions received, 56,648 were for the *Awake!* magazine.

[3] Splendid activity was carried on in many parts of the earth among the various language-speaking peoples as is seen in the fact that 3,085 new subscriptions for *The Watchtower* were obtained in the Italian language and 23,394 subscriptions for *The Watchtower* and *Awake!* were obtained in the Spanish language. This is a very healthy increase in these particular languages and indicates that the brothers in the lands where these languages are spoken have done good work. Space does not permit listing a complete report from all 121 lands.

[4] We know the *Watchtower* and *Awake!* magazines contain essential and strengthening messages. We should continue to do our part by getting these publications into the hands of the people. Follow up the placements, too, and thus keep watering the planted seeds. Be magazine-minded throughout the entire year and take advantage of the provisions of Magazine Day and also distribute them in other ways. Get a regular supply each week from your advertising servant and make house-to-house distribution of them a regular part of your weekly service schedule. In door-to-door work where larger offers cannot be placed, it is good to place single copies of the magazines. Encourage persons who show interest and on back-calls and Bible studies to subscribe for *The Watchtower*. Also, about six weeks before expiration date, call back on those from whom you received a subscription and try to get a renewal.

[5] Those who are sharing in effective magazine work are enjoying good results and are helping others to get the needed spiritual food in these days. It is sincerely hoped that many more publishers will regularly engage in magazine distribution. It is an excellent and effective means of amplifying and expanding the Kingdom witness.

UNITED STATES QUOTA FOR 1952

130,308 Publishers

Monthly Field Service Report

May Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	244	138.6	56.5	7.1
Pioneers	6,702	94.5	30.9	4.5
Co. Pubs.	124,275	9.1	3.2	.5
Total Pubs.	131,221			

Public Meetings Held: 7,873

"Let Your Kingdom Come" Witnessing Period

Prepare to Enter Final Month of Unassigned Territory Work

Not one worldly nation can release the prisoners or produce for its people true happiness, peace, contentment and everlasting life. Jehovah's servants know that the entire world is in bondage and gladly put forth every effort possible to aid the righteous-hearted to get out from under the worldly yokes. This is shown in that they unitedly support and pray for the only hope, as the Son of man did when he said, "Let your kingdom come." God's ministers realize the importance of the Kingdom arrangement and they rejoice because Jehovah has taken over the rule that so rightly belongs to him.

During August we will aid those in captivity, whether in unassigned or home territory, by continuing to present the same offer on a contribution of $1.50. This is the last month of the three-bound-book campaign. Let us put forth a diligent effort to increase our personal literature placements as well as to follow through on all promises. Follow up these placements by making back-calls and conducting home Bible studies in our territories.

Reports indicate that many fail to turn in their field service time each month. Publishers should turn in a service report at least once a week, not waiting for the last day of the month before doing so. Company book study conductors can assist by having a supply of field reports at the company book study. A gentle reminder and a few words of encouragement to the publishers will be much appreciated. It might be well for the company servant to allow the publishers to examine their own Publisher's Record cards periodically, two or three times a year. This will aid them to see just what they are doing and to improve their personal service of praise. Active publishers could be assigned to aid the irregular by working with them regularly in all forms of service. Show your faith and hope in the Lord's prayer by continually supporting all theocratic arrangements, diligently working to help others to share in the blessings of Jehovah's kingdom.

Tracts Ideal . . . *(Cont'd)*

Communists. Her objections and mental barriers were erased by the simple yet forceful argument contained in the tract. She obtained one of the bound books and wanted a Bible of her own, because she desired to make a real study of it in her home. Now, even the intimidations of her church friends as well as that of her former minister cannot sway her from her determined course to know more of Jehovah's purposes.

[4] Publishers, take the initiative to "preach the word" and have your daily ministry abound with similar experiences. Carry the tracts with you and be alert to use them on all appropriate occasions.

1952 DISTRICT ASSEMBLIES —UNITED STATES

In addition to the assemblies shown in the July 1, 1952, "Watchtower" the following assemblies will also be held on the week end of September 5, 6, 7, 1952.

Colorado Springs, Colo., City Auditorium, corner of Weber & Kiowa. Rooming: 305 N. 18th St.

St. Joseph, Mo., City Auditorium, 400 N. Fourth St. Rooming: 1423 Faraon St.

Albuquerque, N. Mex., Ice Arena, 129 N. Truman. Rooming: 5919 N. 4th St.

Buffalo, N. Y., Offermann Stadium, Michigan Ave. & E. Ferry St. Rooming: 1439½ Main St.

Galveston, Tex., City Auditorium, Rosenberg St. & Ball Ave. Rooming: 1115 18th St.

If you prefer to go to one of these assemblies but have already written for rooms at a city listed in the July 1 "Watchtower", please cancel your first request for rooms so they can be assigned to someone else.

It will help the rooming committees if you will use Room Request forms, which may be obtained from company servants.

COMPANY ORGANIZATION

The Kingdom Hall

[1] The Kingdom Hall is a place for worship. There Bible study and other Kingdom activity are carried on to the honor and praise of Jehovah's name. It is the place to become built up spiritually by regularly taking in the "food at the proper time" and by association with others of like precious faith. The Kingdom Hall may also be used for the wedding ceremony and the funeral service. (See *The Watchtower* of June 15, 1952, pages 355-363 and 366.) Arrangements should be made through the company committee.

[2] Since the Kingdom Hall is rightly the most important structure in the community, the building's appearance should be a real credit to the Lord's organization. The display window should be kept neat and attractive and changed regularly. A "Kingdom Hall of Jehovah's Witnesses" sign should be in a prominent place. Also, the different meetings and the times of each should be posted for the benefit of good-will persons in the neighborhood. The Kingdom Hall should also have a place to receive mail.

[3] Proper decorum should reign in the Kingdom Hall at all times. (1 Cor. 14:33, 40, 23-25) Adults and children are to conduct themselves in a manner befitting the occasions of true worship. Anything distracting to others or interfering with your own undivided attention, such as whispering, chewing gum, eating, making unnecessary trips to the rest rooms, coming in late for meetings, etc., is to be avoided. Servants and attendants should be aware of these facts and take the offending adults and parents individually into their confidence and ask their co-operation and then see that order is maintained. Counteract the loose behavior of young brothers by seeking their aid in controlling the behavior of other children. An alert attendant force can do much to establish and maintain proper decorum.

[4] A company must decide for itself whether it prefers to rent, buy or build a Kingdom Hall. Usually it is more convenient to rent than to own one. However, any company that is planning to buy property for a Kingdom Hall or contemplates building one should first write to the Society for the *Memorandum on Kingdom Halls* which covers the legal, financial and related aspects of this matter.

[5] All have the privilege and responsibility of financially and otherwise contributing to the needs and maintenance of the Kingdom Hall. A local arrangement should exist so that all publishers may have a regular turn cleaning the hall. Larger companies may work this through the company book study arrangement.

[6] A spirit of warmth and friendliness should at all times prevail within the Lord's organization. It is the responsibility of each one to make himself known to others present and to promote love. Practice this in the Kingdom Hall.

Coming Literature Offers

August: Three-bound-book offer.

September: *New World Translation* and *What Has Religion Done for Mankind?* on a contribution of $2.

October: *Awake!* subscription for $1. with premium of three booklets.

INFORMANT

AUGUST, 1952 "Say to the prisoners, Go forth."—Isa. 49:9. BROOKLYN, N. Y.

"Let Your Kingdom Come" Witnessing Period

Final Month of Service Year

Climaxes Unassigned Territory Work

[1] With confidence and happy assurance, Christians continue to pray, "Let your kingdom come." (Matt. 6:10, *NW*) Although "the kingdom of the world has become the kingdom of our Lord and of his Christ", not yet has the mighty organization of Satan been destroyed. (Rev. 11:15, *NW*) Its towering hulk continues to cast a shadow of oppression over the face of the earth. But shortly the Kingdom rock cut out of the mountain of God will smite and shatter the feet or foundation of this blasphemous organization, plunging it to destruction. Satan will be abyssed.

[2] The work of aiding others to know of this kingdom is continually expanding. To keep apace during the summer we have expanded it into territory not regularly covered with the Kingdom message. Two months have already been spent in this special campaign, leaving but one month. We want to utilize it to the full by completing the assignment of this isolated territory if possible. Be sure to keep sending in the names of people with whom literature is placed, in order that the Society may continue to stimulate this interest after you leave the territory. It is encouraging to note that over 50,000 names have already been received. Companies are cautioned, however, not to send in the names of individuals who live in company-held territory. Interest in such territory should be cared for by the companies.

[3] The offer for August will continue to be three books on the contribution of $1.50. Reports from all over the country indicate that much interest is encountered and considerable literature is being placed in these unassigned territories, with many fine experiences resulting. The Lord's blessing is clearly evident upon this abundant sowing of seed in these areas. So, continue to take good supplies of literature with you, including tracts and catalogues, and be fully prepared to "do missionary work" and "thoroughly accomplish your ministry".—2 Tim. 4:5, *NW*.

[4] August is the last month of the 1952 service year. What does an analysis of the company's activity show? Will you reach the 10 per cent increase in publishers for the year? Most companies should be close to reaching their quotas and, by an all-out effort in the final month, they will be reached. Servants, pioneers, conductors and mature publishers, make it your business to render the needed assistance to those who are new and inexperienced in the field service. Do not just invite them to go with you. Make definite arrangements to take them with you regularly and patiently instruct them in effective ways of preaching the good news.

Actual-Count Stock Inventory

Two Stock Inventory forms (S-7) are being sent to each company and pioneer with this *Informant*. An actual-count inventory of stock on hand is to be taken on September 1 of each year and is to be recorded on these forms accurately and completely. Send the original to the Society no later than September 5, and retain the duplicate for your files.

Organize for Pioneer Service

Pioneering is a wonderful privilege of service! Nothing in this old world can compare with it, for what possible corresponding joy could there be to carrying out one's dedication vows before Jehovah in this superb way? None, absolutely none. The Society is very pleased to see over 1,700 enroll for the vacation pioneer service thus far this summer, far more than ever before. At the end of August, most of this number will be unable to continue, since many will be returning to school. But what about you now enjoying this service who have al-

(*Continued on page 2, col. 2*)

1952 District Assemblies

Which One Will You Attend?

[1] Blessings are in store for God's servants. A well-planned and prepared program making for a bountiful feast spread out in abundance is provided in the 35 district assemblies to be held in the United States during August and September. The assembly locations were carefully selected so that it would be convenient for all to attend. (See your copy of the July 15, 1952, *Watchtower* for the dates and locations.) Make every possible effort to attend one of these assemblies so graciously provided by Jehovah through his visible organization.

[2] The assemblies will be for three full days. Now is the time to begin preparing, planning and arranging your affairs so as to be at the assembly city of your choice from the time of the opening session, on Friday at 9:30 a.m. (interesting and lively discussions start the program), right on through to the completion of the last session Sunday evening at 6 p.m.

(*Continued on page 3, col. 3*)

Thrilling Reports from Unassigned Territory

Jehovah's undeserved kindness and blessings have abounded in many ways as is evident in the variety of experiences had by the publishers working in unassigned territory. For example: "Met party who said, 'Never heard of this work, but it sounds like something I've always wanted. Glad to see a work like this going on.' A disabled veteran said, 'I'd give anything to know the Bible.' He was very meek, and asked many questions. Almost asked for a study." Another remarks: "Woman listened eagerly and happy to hear of the new world; has son that is a complete invalid, and he insisted on getting the books, because reading is one of the few things he can do. Hoped he too could 'leap like a hart' in the new world." One said, "Man, I'm sure happy to see you; first time in 25 years that Jehovah's witnesses called on me. I want subscriptions to both magazines and

(*Continued on page 3, col. 3*)

Around the World with Jehovah's Witnesses

Defeating Persecution

The 1952 "Yearbook" gives many examples of how our brothers throughout the world are defeating persecution, proving indeed that 'no weapon formed against us will prosper'.—Isa. 54:17.

A district assembly was being held in Cyprus. The Devil's agents tried to break up the public meeting by creating a disturbance that lasted for 15 minutes, during which blows were exchanged and chairs smashed. Eventually the troublemakers were ejected from the hall. This disturbance attracted hundreds, and so instead of breaking up the meeting as they planned, the Devil's agents caused a greater witness to be given. (119)

Particularly bitter is the persecution that our brothers have to endure in Greece, where officials brutally beat Jehovah's witnesses and boast that they "will make them useless even for Jehovah!" Yet in spite of all such persecution, and though without the benefit of any assemblies, Kingdom Halls or even the singing of Kingdom songs, the report of our brothers in Greece shows a 26 per cent increase for the past year. (144-147)

Nor have the weapons formed against Jehovah's servants in Bechuanaland, Africa, prospered. There, "in the face of [severe beatings] and cruelty of the tribal chiefs the local brothers continue to let their light shine. They are learning to defeat persecution, and some persons of good will, noting the courage of the brothers, are also taking their stand on Jehovah's side and learning to publish. The . . . prospects for expansion are brightest . . . where the persecution has been the greatest" (220) Are we as successful in voiding the weapons the Devil forms against us as are our brothers in Cyprus, Greece and Bechuanaland?

Our Assemblies

As our district assemblies draw near the questions arise, "Will each servant of Jehovah attend if at all possible? How many will fail to attend because of lack of appreciation or lack of resourcefulness?"

Those who have failed to attend assemblies because of lack of funds would do well to consider the example set by our brothers in the British West Indies as given in our 1952 "Yearbook". For these brothers to attend an assembly involves a great sacrifice. One group hired a schooner to take them to the island where the assembly was being held, and to pay for the transportation they shipped along bananas, mangoes, etc., which they sold upon their arrival. (101)

Circuit assemblies in the Philippines often provide much excitement and fan the enthusiasm of the brothers to a bright glow. At one assembly a government official tried to cancel the public meeting but failed. Mobsters threatened to break up the meeting; hoodlums stoned the meeting place and those going to and from it. Yet in spite of it all 1,000 attended the public lecture, 700 of whom were strangers. What a joy it must have been to have had a share in that triumph over the enemy! (206)

In Italy the clergy caused the permit for an assembly to be canceled after it had been given. The assembly was nevertheless held by using two homes which were connected by public-speaking equipment. Again the Devil's efforts boomeranged as this high-handed procedure caused more to get their eyes opened. (160-162) Regardless of the opposition or circumstances Jehovah has a blessing awaiting us at our assemblies.

Presenting THE GOOD NEWS

To Those Who Are Indifferent

Often we meet people in our ministerial activities that are indifferent toward the message we carry. They do not want to be rude and will politely listen to us, but they may be thinking, "This may be all right for somebody else but it doesn't concern me." Yet it does concern them, being a matter of life or death. We want to direct their minds to appreciate this good news, if at all possible. The problem is, how? Usually the best thing to do is to get them to express themselves and thus locate their interests. Thought-provoking questions, hypothetical problems and reasonings may be used to do this. Consider the subjects of law, education, world conditions, science, etc. Work these discussions into a constructive witness about the Kingdom.

When an indifferent person is obviously a parent you might say: "Being a parent you are doubtlessly concerned with the proper education of your children. Schooling is important for the children, yet how much more important it is that all persons, young and old, receive a proper religious training. The majority of people do not regularly attend church, and it has been found that most of those who do attend do not have an accurate knowledge of the purposes of Almighty God, the blessings of his promised kingdom or of the requirements for entrance into God's kingdom. They fail to realize that *this* knowledge means everlasting life and sure success. So, whether you attend church or not, I am here to bring you this life-giving knowledge as contained in the holy Word of God. Let me show you what this book *'This Means Everlasting Life'* says on page 247 about 'Rearing Children in Divine Favor'. . . ."

Or you might take this approach: "As you view conditions existing in the world today that adversely affect all of us, have you not also noticed that these conditions are fulfilling Bible prophecy? Did you know that the very work that I am doing was foretold in the Bible? and that all of this is a sign of the early destruction of wickedness and the taking over of earth's rulership by the righteous kingdom of God? Allow me to show you this from the Word of God and the Bible aids that are provided for this very purpose."

Perhaps personal interest may be developed with the following: "Moral collapse is the shame of our generation. Principles are being set aside for expediency. Indeed, people the world over are falling away from the righteous principles of the Bible, having no respect for the laws contained therein. Take for example the sixth of the Ten Commandments: 'Thou shalt not kill.' Then look at all of the wars fought in the lands claiming to worship God—Christian killing Christian. Jew killing Jew, etc. Certainly this shows a lack of proper understanding and a flouting of the principles of God. Christ Jesus said if you want life that is everlasting you must love your neighbor as much as you do yourself; also love your enemies. . . ."

Be fully convinced yourself that the message you carry concerns everyone and then express that conviction.

Organize for . . . *(Cont'd)*

ready completed your schooling? Could you, by diligent organization of personal affairs, continue in pioneer service as many others are doing? And those of you who contemplate the pioneer work, would it be possible to start by considering and arranging your affairs so Kingdom interest receives first attention? And you who are in the regular pioneer service, are you organized so as to be able to continue in this most wonderful of privileges? Here is an example of what can be done.

One pioneer sister tells how she organizes her home for more efficient service to Jehovah: "Although I have been in the truth for only three years and have family responsibilities, I have taken advantage of the pioneer privileges and enjoy this work tremendously. I find that I always achieve the best results in my pioneer ministry by being thoroughly organized for the Lord's service. My husband is in the truth and he tries to do everything he can to aid me in organizing my pioneer service. This co-operation gives me the necessary help to remain in the full-time work.

"I schedule my time to harmonize with my family responsibilities. Each day at 6:30 a.m. I rise and prepare all essentials for the morning and noon meals. We are ready for breakfast at 7:15 a.m. My husband reads the daily text and comments from the *Yearbook* and we respond with questions and thoughts

(Continued on page 3, col. 1)

YOUR SERVICE MEETING

August is the last month of the special campaign to present the three-bound-book offer. How is your company doing in the campaign? And you as an individual? The first demonstration will enable each company to see how it has been doing thus far. The other will assist to improve company organization by having a discussion of things that will benefit all publishers.

SCENE 1 (7 min.) Assistant company servant is sitting at a desk checking the Publisher's Record cards when the company servant enters. The company servant relates the results of a back-call he made on party who promised to take the offer when contacted in the door-to-door work last Sunday. Did he place the combination? Yes, and he had a very enjoyable discussion with householder and was able to show him how the books are to be studied. It may develop into a Bible study. The assistant company servant then says he has been checking the Publisher's Record cards to ascertain just how many books have been placed by publishers thus far in campaign. During June, 331,446 books were placed by publishers in United States and our company placed ..... For July the company placed ....., making a total for June and July of ..... books. Appropriate comments are made as the company servant begins to check through the card file. He notes that some cards show no placements at all during the two months. Why? Their discussion considers the importance of all publishers' engaging in the door-to-door work (April "Informant") and that necessary assistance be given to publishers in aiding them toward maturity, as often stressed in the "Informant" The servants make a note to organize company activity during August so as to give these publishers the assistance needed for field service. Checking further, the company servant notes some cards show only one or two books placed during the campaign, and asks the assistant company servant what he thinks might contribute to this. The reply: possibly not sticking to the offer, publishers' not being properly prepared with literature when going out in service and not having a good presentation in mind, etc. After briefly discussing these points the company servant says, 'By having the combination along and really offering it to householders with an effective presentation, many fine experiences are enjoyed. Some time on the program can now be profitably used in relating a few experiences, so let's invite publishers to relate some they have had while placing the three bound books in the current campaign'

SCENE 2 (8 min.) Each placement is an experience and often points are made in making the placement that are helpful and beneficial to others The week before this part is handled on the service meeting, it would be well for the company servant to announce that part of the next service meeting will be devoted to relating encouraging field service experiences. This will enable publishers to fully prepare to bring out helpful points that will assist other publishers to overcome obstacles met in the field. These can be experiences in assigned or unassigned territory.

SCENE I (3 min.) A company book study is closing. Conductor, Bro. Drowsy, says (in a tired way), "Well, I guess that's as far as we'll go tonight. Here are some names the company servant gave me who haven't been in the service this month." Reads names. Then those attending begin talking about their own affairs; make no mention of theocratic or company arrangements.

SCENE II (3 min.) Company servant talks to three study conductors after service meeting. He says one group is doing extra well, one doing all right, but Bro. Drowsy's seems to have trouble progressing. He asks if they can devise a plan to help. Bro. Drowsy says he does not know what to do more than he does now; publishers just do not seem to take interest in study or service. Company servant offers to substitute for Bro. Drowsy while he attends study of Bro. Alive; perhaps he will get some pointers.

SCENE III (9 min.) Bro. Alive's study closing. Conductor makes remarks bringing out high point or two from study that can be used in field with three-book offer. Then he makes final arrangements to get all in group ready for service on week end. (They may be going in isolated territory or in own locality.) Then he asks who wants help on back-calls, and mentions several placements made by group last week. One desires help; another volunteers to go along. Conductor very briefly recites experience he had calling on a brother needing help last week, mentions two or three such who need to be called on this week. He selects brothers living nearby to see these and suggests what they can do to help them. He shows real interest in getting all in group to study and work as one

After meeting, Bro. Drowsy asks Bro. Alive how he does so well. Bro. Alive explains: He always prepares list of announcements in advance, then at end of study he does not forget them. He plans ahead to make study interesting and also plans remarks to make while group is together to direct conversation into proper channels, so this hour will be fully theocratic. Publishers have personal and secular affairs they can handle at other times; he tries to keep this study hour as "unto the Lord" and wholly dedicated to His service. Bro Drowsy seems wakened, declares he will start immediately making his study as progressive.

Organize for . . . *(Cont'd)*

on the scripture considered. This spiritual stimulation is appreciated by all of us. After we complete our meal, the children of school age cooperate by pitching in together to take care of the necessary breakfast chores.

"Each morning as soon as the children are sent off to school my husband and I leave together. He drives to his work and has arranged so he can return home with a neighbor, turning the car over to me for my use in the field service during the day. I always make arrangements to take some publishers along with me into the field service. We organize our work by doing house-to-house service in the morning and devoting our afternoons to back-calls and Bible studies. During lunch time members of our car group usually eat our home-prepared food together and discuss some of our contacts with persons of good will. We find this eliminates unnecessary

(Continued on page 4, col. 3)

1952 District Assemblies *(Cont'd)*

[3] Promptly and accurately fill out the Room Request forms, checking them over for accuracy before sending them in. Do this immediately. All mail regarding these assemblies should be addressed to Watchtower Convention Committee, in care of the rooming address at the city where the assembly is to be held. Remember, if you write for rooms and you receive no reply or assignment card for some reason or another, do not worry or be unduly concerned. Simply proceed to the assembly city, inquire for your rooms at the rooming department and then accept and occupy them. This in itself is a good witness and shows forth the proper Christian attitude of good conduct. If you are unable to accept the rooms assigned to you for reasons beyond your control, please cancel your reservations immediately so that others may be assigned. Check on transportation facilities and schedules. Enthusiastically invite all persons to have a share with you in this feast of the pure language. Make a special effort to encourage and aid your back-calls and persons of good will to attend.

[4] Pioneers on the list prior to March 1, 1952, are being provided a meal ticket sent with this *Informant.* Do not lose these; no others will be issued. Pioneers should not go to the assembly city ahead of time unless the Society invites them.

[5] The district assemblies will play a large part in rendering proper praise to Jehovah, in saying to the prisoners "Go forth", and will prove beneficial in aiding all toward full theocratic maturity. Come prepared to attend each session, bring literature for witnessing and bring someone with you to the assembly for feasting and service.

Thrilling Reports . . . *(Cont'd)*

every new publication you have."

Thousands of such letters and remarks coming in daily are heart-cheering. One stated: "It was difficult for us to leave this territory. We wanted to stay there and work with these sheeplike people. The return trip home was enthused as anxious publishers related their experiences."

There is still some time left for you to enjoy some of the blessings in working unassigned territory. Extra effort and planning are necessary to reach these persons thirsting for the waters of truth, but the happiness and blessing received far outweigh all the energy expended.

Publication Now Available

Evolution versus The New World

—Swedish

"Be Transformed by Making Your Mind Over"

New World Translation and Book to Be Offered

To serve Jehovah God acceptably and gain his approval for life in his new world, we must 'be transformed by making our minds over'. (Rom. 12:2, *NW*) No longer can we walk according to this system of things, for to do so would mean to suffer its inescapable fate of destruction. And how can we show that our minds have been transformed and made over? By our course of action. By diligently studying God's Word and applying it in our daily living. By preaching it to others of good will who are in mental darkness and thus assist them to transform and make their minds over for new world living.

To aid others in this transformation work, two effective instruments, the *New World Translation of the Christian Greek Scriptures* and the book *What Has Religion Done for Mankind?* will be placed with the people during the month of September on a contribution of $2. Most of us are acquainted with the presentation of this offer, since it was used last May. A review of the May, 1952, *Informant* will be helpful.

The unassigned territory work being concluded by the end of August will mean that once again we will concentrate on working in our regularly assigned company territory. House-to-house work will be featured, and you should be certain to make a record of placements and follow through by calling back with a definite view to starting a Bible study. Following the district assemblies, we suggest that each company schedule a public meeting series and advertise it well. September begins the new service year, so let us get off to a good start by organizing and participating in all theocratic activities.

Let us make God's thoughts our thoughts. Exhibit godly conduct in our daily living. Preach the good news to others. Doing so we will not only transform and make our minds over for new world living, but we will also make it possible for those still in mental darkness to do the same, for their everlasting good and to Jehovah's vindication and praise.

UNITED STATES QUOTA FOR 1952
130,308 Publishers

Monthly Field Service Report

June Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	236	135.9	53.5	6.7
Pioneers	7,556	95.5	27.5	4.1
Co. Pubs.	122,545	10.3	2.7	.4
Tot. Pubs.	130,337			

Public Meetings Held: 6,652

Excerpts

A number of persons have written to us for copies of the draft regulations. The Universal Military Training and Service Act and all the Regulations may be obtained on subscription from the Government Printing Office, Washington 25, D.C. Excerpts have been copied and are available from the Society, however, on order in printed booklet form. Anyone desiring a copy may obtain it by contributing ten cents. Merely order *Excerpts*. For convenience orders may be sent in through the company.

Organize for . . . (*Cont'd*)

expense and still provides wholesome food and excellent companionship.

"My pioneer obligations come first in my life, so I stay in the field service each day till 4 p.m. and then hurry on home to prepare the evening meal. While we partake of the physical nourishment I discuss the most interesting experiences of the day with my family as well as recount some of the details of my personal Bible studies and the interest that I was able to stir up. I am very pleased with my planning because of the many blessings that are mine as a result of good organization. I wholeheartedly recommend organized pioneer service for all witnesses of Jehovah."

COMPANY ORGANIZATION

Watchtower Study

[1] Jehovah God requires his servants to be qualified teachers, able to 'handle the word of truth aright' and 'instruct in mildness'. Of great importance in acquiring these qualifications is regular *attendance* and sharing in the weekly study of the *Watchtower* magazine.

[2] To get full benefit of this study everyone in attendance should come prepared to participate by commenting on the questions propounded. This will improve your ability to speak, broaden your knowledge, more firmly impress vital truths in your mind and also add to the liveliness and instructiveness of the meeting. Read and study *The Watchtower* as soon as you receive it and then go over it again just before the company study. Some find it best to study a complete article at one sitting; others take a few paragraphs each day; and some find it stimulating to study in a family group at a time when other Kingdom activities are not interfered with. (See lesson 45 in *Theocratic Aid to Kingdom Publishers.*) This is a fine way for parents to train children.

[3] Each one should make it a point to comment at least once at the study. Comments need not cover every point in the paragraph, in fact, it is better to have two or three short comments. Publishers who desire to comment on a certain paragraph may make this known to the study conductor, by raising the hand high enough to be seen, so that they can be called on to do so. Once you start speaking it is comparatively easy to continue. Speak loud and clear so your expression will be heard by all.

[4] It is vital that all publishers, pioneers and servants attend this study and keep up with present truths. Persons of good will should also be encouraged and helped to attend so they will benefit from it. When the study follows the public lecture invite the strangers to remain for the *Watchtower* study. Form the habit of encouraging one another to attend and set the proper example by being there yourself each week, for certainly you could not spend your time in a more profitable way.

[5] The *Watchtower* study conductor should conduct a lively, interesting meeting. Plan ahead so the meeting is kept within the hour. If time permits occasional comments may be made by the conductor, but these should be limited to points that were overlooked or where additional explanation may be necessary. As time allows, scriptures not quoted may be read by publishers in the audience. Those who are usually hesitant to make a comment are generally glad to read scriptures. Only the most qualified brothers who are fluent readers should be selected by the study conductor to summarize the paragraphs. A different one should be used each week, where available. Notify them at least a week in advance; they should attend the theocratic ministry school for training in good reading. Brief closing announcements relative to activity for the week may be made by the *Watchtower* study conductor or the company servant.

[6] Taking in knowledge of Jehovah and his Son Christ Jesus is a prime requisite and should not be taken lightly. So take advantage of theocratic arrangements. Show sound wisdom by drinking of the waters of life regularly at the company *Watchtower* study and contribute to the meeting by making comments. It will assist you to become a more qualified teacher of God's precious Word of life.

INFORMANT

SEPTEMBER, 1952 "Say to the prisoners, Go forth."—Isa. 49:9. BROOKLYN, N. Y.

"Be Transformed by Making Your Mind Over"

New Service Year Begins

Organize for Better and More Service

[1] It is delightful to experience the change in thinking from the ways of this old world to those of the new system of things. New world thoughts are healthful and upbuilding. Adopting such thinking and actively putting it into daily practice will result in gaining God's approval and eventually everlasting life. So put into practice new world thinking by aiding others to 'quit fashioning their minds after this system of things' and helping them to become transformed by 'making their minds over'.—Rom. 12:2, NW.

[2] The first step to take in making one's mind over is to learn Jehovah's "pure language". And what better aids for learning the "pure language" could a person have than the *New World Translation* and the book *What Has Religion Done for Mankind?* This superb Bible and the study help will be offered during September on a $2 contribution.

[3] With the work in unassigned territory completed (except where some can still engage in it and the territory is still open), all will be working once again in their regular company territory. Use the same good organization in caring for your home territory that was employed in unassigned territory. Since this month opens up a new service year, it is essential to have proper organization of all our service activities to get off to a good start. Open up public meetings in home territory right after the district assemblies. On Sunday, set as your goal two hours of door-to-door work and then follow this with an hour of making back-calls. Plan your day's service, and start early. Keep a record of names and addresses of persons with whom you leave literature and call back with the objective of starting home Bible studies.

[4] There is indeed a definite place for organization in the activities of servants in the companies. Results in our new service year will be very gratifying if the servants take the lead, and all publishers work in harmony with company arrangements. Therefore, servants, organize local activity and avoid such negative thinking as, 'These suggestions just won't work in our company.' Think positively and progressively to get the assigned work done. Bear in mind that overseers have a vital part in helping the brothers 'make their minds over' for better thinking and greater service.

[5] Through the company book study most of us have had the opportunity to study *What Has Religion Done for Mankind?* Being familiar with its contents we are in position not only to effectively present it but also to start studies in it. While material in this book may not be as familiar to us as that of other books, it does contain information Jehovah has prepared for those who love him. So use it effectively. Talks based on one or two chapters of the book will be well received by newly interested persons and publishers alike. The talks, approximately 45 minutes in length, can be given at company book-study centers, one such talk being given each month with the regular study being carried on during the other weeks. The company servant and school servant can plan and arrange how the material is to be systematically covered in this manner.

[6] September, then, provides everyone with opportunities to show to all men that we have made our minds over by our unselfish efforts for new world interests. Aid the mild-tempered ones to also be transformed by making their minds over and you will experience real blessings from Jehovah.

1953-54 Field Service Chart

Each company is now being sent a new company chart for the 1953-54 service years, starting with September 1952. Included is an instruction sheet. The assistant company servant should study this carefully and immediately post the necessary information, such as the monthly averages for last year and

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Informant Supply

Supplying the *Informant* involves cost for postage, cost for paper and cost for printing time. In order to effect economy insofar as possible the Society is requesting each company servant to review the *Informant* needs of the company as of September 1, 1952. Please advise us as of that date how many copies

(*Continued on page 3, col. 3*)

Main Event of 1953 —A World Assembly—

As the July 15, 1952, *Watchtower* containing information on the world assembly to be held in New York city during the summer of 1953 was being run on the presses at the Brooklyn factory, publishers in two separate circuits within New York city were assembled and enjoying their semiannual circuit assemblies. How surprised and thrilled they were when Brother Knorr made the unexpected announcement of a world assembly to be held at Yankee Stadium in 1953. With one accord all in attendance joyously welcomed the news and expressed themselves as willing and desirous of undertaking the great amount of work required in preparing for the many features of this assembly.

When will work start? It has already begun. Initial contracts have been signed, agreements made and many other essential matters cared for. Also, individual publishers in the New York area from now on will have in mind your coming here and, along with regular Kingdom service, will make preparations for you to come and enjoy this spiritual feast.

Yes, the brothers in New York city are preparing for your visit. And, in turn, they know that you are planning and preparing to be here with the Lord's people for this grand world assembly. So from now on, Think on it! Plan for it! and when the time comes, be here for the main event of 1953.

Around the World with Jehovah's Witnesses

Pioneer and Missionary Blessings

In reply to Peter's question, "Look' we have left all things and followed you; what actually will there be for us?" Jesus gave the assurance that all who followed such a course would be amply rewarded and that even in this present life they would receive a hundredfold. That Jehovah God in our day makes good this promise of his Son to all who engage in the full-time service is very apparent as we read the 1952 "Yearbook".

During our subscription campaigns company publishers do not average one subscription in two months; but a pioneer in Bolivia in a two-month "Awake!" subscription campaign obtained 210 subscriptions' And whereas company publishers average but a half study each, this pioneer had so many studies that he could not take care of them all but had to turn some of them over to others who did not have any. And what feature of the service is more enjoyable than conducting a home Bible study? (91)

A missionary in Ethiopia reported that "it is a strange and wonderful experience to have . . . people coming to the missionary home every day requesting that someone study with them". Some days as many as 20 come, walking as much as two hours to get there and many want to study two or three hours at a time.(66)

The Gilead district servants in Nigeria travel by plane, car, truck, canoe, bicycle and often, like Jesus, by foot Reports one "On Saturday morning about 50 men, women and children followed me around to record with their own eyes the unbelievable sight of a white man preaching the gospel in their homes through an interpreter." For one meeting 1,000 came, although advertised only by the advertising servant going around the streets at five o'clock in the morning announcing the lecture by means of a trumpet! (185)

Being Faithful in That Which Is Least

Not all can serve as pioneers, special pioneers, missionaries or at some Bethel home. And some may not even have much time for the regular features of field service. But the least we can do is to be faithful in using the opportunities that come our way *to give the witness.*—Luke 16:10.

Two energetic publishers in the Sudan, Africa, make many opportunities for themselves to witness at their place of business simply by discussing the truth before they transact their business. As a result a company has been formed and some former Moslems are now conducting Bible studies with other Moslems (130)

Some of our brothers in Nyasaland who are fishermen likewise put the preaching of the good news ahead of selling their fish. Customers are spreading the news of how they got their fish and what was said on the lake shore by the witnesses. (196)

Not only at places of business but also at home one can show faithfulness *in that which is least.* A sister in Ecuador makes good use of the patio of the apartment house where she lives to give the witness. The women folk gather there to knit, sew, weave and talk, and so she joins them with a supply of socks needing mending, booklets and a Bible. By being alert and tactful she has been able to start five home Bible studies, with the prospect of two or three more. (127)

Our own circumstances may not be exactly like any of the foregoing, but if we are desirous of being faithful in that which is least we will find opportunities to witness at our home or place of business.

Presenting THE GOOD NEWS

To Those Who Obtained September's Offer

"I was in the area so I thought that I would stop by to see if you had a chance to read any of the Bible and the book that I left with you last week." Many a back-call is introduced with a remark similar to this and, on being advised in many instances that the publication left has not been read, the publisher sometimes finds it difficult to start a constructive discussion about the publications. Are there more effective ways to start a back-call? Yes, there are! The following method has proved to be successful:

After a few general remarks such as "Hello", "Good evening," etc.: "I'm very glad to find you at home, Mr. Smith. The interest that you showed in obtaining the *New World Translation* and the book *What Has Religion Done for Mankind?* prompted me to stop by this evening. When leaving them with you I did not have an opportunity to point out the numerous advantages they provide for personal Bible study. So, if you would get them now, it would be a pleasure to show you a number of things that will help you a great deal in using them.

"You will undoubtedly agree that worshiping God is important. But more than just any worship is required; for, opening your *New World Translation* to James 1:26, 27, it says: (read). Now note the 'c' following the word 'worship' in the 27th verse. The 'c' refers you to the footnote and there is given the Latin word *religio* from which comes our present-day term religion. For more detailed information as to what the word religion means we can turn to the book *What Has Religion Done for Mankind?* and refer to the subject index. Under the subject 'Religion' the section discussing the meaning is listed, pages 8-10. Turning to page 8, note the question on the bottom of the page: 'From what comes the word religion, and how has it been defined?' Would you like to read that paragraph?" After reading: "Note how that paragraph helps us to understand where the term religion originated and also to know the different meanings attached to it. Then the next paragraph brings to our attention how it is used in the Bible. The question on paragraph 4 is 'How do the Christians Paul and James apply the word religion?' (Comment, after reading, that Paul shows it can be properly used to describe false religion as well as the true religion, as at James 1:27, *NW.*) That brings us to the text that we first discussed, doesn't it?

"Then, too, Bible texts on which you desire information can be found in this book by simply turning to the scripture index. Let's look up James 1:26, 27 and see where it refers us. Yes, page 9, the paragraph we just discussed. So you see, using your Bible with its many fine aids to understanding is important. The book serves its purpose by providing explanation of the Bible texts and may be referred to for particular quick reference by using the subject index or scripture index. The questions at the bottom of the page help us to get the main points."

If time and circumstances permit, continue your discussion a short while longer by going to the 5th paragraph of the book and considering it. If not, then encourage householder to continue reading from that point and try to make arrangements to call by again next week to discuss additional points.

1953 Pioneer Requirements

September begins a new service year; therefore all pioneers should start to plan and organize their service schedule to meet the 1953 yearly service requirements of 1,200 hours for regulars and 1,600 for specials. The Society feels that, in view of the low hour requirements, it will not be necessary for pioneers to request time off for travel to the world assembly if they properly schedule their time now and build up a surplus before the assembly.

Those who have been vacation pioneers and who are free to continue in the regular pioneer ministry are urged to do so. Plan to attend the convention as a full-time praiser of Jehovah God. You who have not tasted of this wonderful service should examine its benefits and then make arrangements to share in this exceptional privilege. With all eyes focused on the New York convention next summer, let's all show appreciation of Jehovah's expression of undeserved kindness by doing everything we can to maintain the high standards of the pioneer service.

YOUR SERVICE MEETING

Everyday use of the "New World Translation" familiarizes publishers with valuable features of this Bible and makes for more effective incidental preaching. When persons are unable to obtain a Bible-and-book offer for lack of money, make definite arrangements to call back and deliver the literature. Have in mind the possibility of starting a Bible study.

Everyday Use of the "New World Translation"

(20 minutes)

Conductor states a full day in the life of a theocratic family will be shown in various scenes. (1) Family at breakfast table support discussion of daily text with quotations from "NW". (2) Father, at lunch time, reading "NW" is asked by fellow workman what he is reading, father shows Romans 10:9, engages in discussion of terms "believe" and "confess" (as in "AV"), and how "NW" makes clearer with "exercise faith" and "publicly declare". Verses 11-15 also discussed; lunch time ends and arrangement is made to call at workman's home. (3) Mother, at home, turns conversation with salesman at door to today's times, picks up "NW", handily placed near door, reads 2 Timothy 3.1-5; Matthew 24:3, arouses interest and places "NW" and "What Has Religion Done for Mankind?" (4) Son at school has "NW" with schoolbooks; teacher asks what he has been doing during summer vacation; he answers, "Ministry work." She doesn't see how he can be a minister; he reads from "NW" at 1 Timothy 4:12, 15, 16. Teacher looks through Bible, likes its clear language, asks where she can get one. (5) Daughter, a pioneer, at a door, has experience. She says to woman at house, "I am calling with a view to advance of pure worship." Woman: "I already have a religion." Daughter: "Yes, most everyone has, but there is something else Jesus tells us to do in connection with it; I would like to read his words on this from his sermon on the mount." (Reads Matthew 6:33, "NW".) Then she shows how more real practice of true worship, study and application, is needed. She discusses Jesus' words further, at Matthew 6:31-34, as to how most everyone today seeks material things. Then she shows the book "What Has Religion Done for Mankind?" chapter 27, par. 2-4, and ties it in with these thoughts, presenting offer and placing it.

(6) At home in evening, all are talking of experiences, and father speaks of good field service points in this month's readings in ministry school; he has some to bring out in a service meeting talk on "NW" next week. He asks family to listen, see what they think of them for use in field presentation of "NW": (2 Thessalonians 2:1, 2, showing invisible presence of Christ; 1 Timothy 1:4, "family trees" of no value; 1 Timothy 1:12, God through Christ empowers, assigns ministers, not man; 1 Timothy 3:1, "overseer", not "bishop"; 2 Timothy 2:2, in support of theocratic training at meetings such as we have; other points may be used.) Then father remembers, too, that he is chairman of the public meeting on Sunday, and wants to include in his final announcements the fact that speaker used "NW" with its modern, clear, understandable renderings, and that copies of such translation are available at the literature counter.

Breaking up discussion and leaving living room to eat supper, family remarks that by taking "NW" with them and using it in every possible way, a great shout of praise to Jehovah's name will go forth in September by the use of this powerful instrument.

SCENE I (5 min.): Publisher is at a door presenting the "New World Translation" and "What Has Religion Done for Mankind?"

Publisher highlights some outstanding points of offer and informs householder that the combination can be obtained on a $2 contribution. Householder remarks he would like to take the offer, but just doesn't have sufficient money on hand at the moment. Publisher suggests calling back later at a more convenient time when householder will be able to contribute for the offer. The householder agrees to this and promises to take literature then. Name and address of householder is taken down and a definite date is set to call back with literature. If something comes up so householder will not be home, publisher suggests the money be left with someone else at the home in order to make sure he gets the literature.

SCENE II (10 min.): Publisher calls back at appointed time for delivery of literature.

Publisher informs householder he came to deliver the literature as previously arranged. Householder expresses appreciation for this. Advises he did set aside money for literature, which he produces. As publisher accepts contribution, he takes the opportunity to give a further witness by asking the householder if he may step in for a few moments to show him the best method of studying the book. Upon being invited in, publisher opens the book to page 164. He asks householder to do the same with his copy. He asks the study question at the bottom of the page. Householder does not know answer, but shows interest, so publisher points out answer in first paragraph and then sums up the matter by reading the paragraph. Then several paragraphs are taken up the same way, after which publisher briefly reviews benefits of discussion together and suggests he return the following week at a designated time to aid householder further in a study of the book with use of the "New World Translation". Householder approves of the idea and says he will be looking forward to return visit for regular Bible study. (Note: Delivery call should not be counted as a back-call unless a witness is also given.)

Radio Scripts

Companies having scheduled programs will please advise the Society of city, station, time and frequency of broadcast (weekly, monthly, etc.). If programs are discontinued please notify the Society so that no further scripts will be mailed.

Chain-Reference Explanation

The chain references on the subject "Sacrifice(d, s)" in the *New World Translation* uses the word "offered" at 1 Corinthians 8:4, "sacrificed" being given in the footnote.

1953-54 Field Service... *(Cont'd)*

the new 10 per cent–increase quotas for the coming year. Be sure the figures you start with at the top of the chart are properly placed so that the monthly postings below will line up evenly in the various columns. The figures should be accurately aligned, thus giving the chart a very neat appearance.

When companies or units are divided during the year, the method of setting a new quota of publishers will follow the procedure outlined for "New Companies" in the chart instructions. The number of publishers for the first month's report plus 10 per cent of that figure will give the new quota.

As soon as the company report is compiled each month it should be posted on the chart. An analysis of the chart on a service meeting each month will enable the brothers to see their progress, as well as discover weaknesses that need attention in order to maintain a balanced field program.

Each publisher should make a personal comparison of his field report with what the company as a whole is doing. If he is weak where the company is also weak, then he should strive to improve that feature of the service, thus helping himself and the company activity. Jehovah blesses planned effort of his servants to push the advance of true worship.

Publications Now Available

Tracts: *What Do Jehovah's Witnesses Believe?* (T1); *Hell-Fire* (T2); *Jehovah's Witnesses, Communists or Christians?* (T3); *"Awake from Sleep!"* (T4)

—Hollandish, Italian

Can You Live Forever in Happiness on Earth?—Korean

Informant Supply *(Cont'd)*

of the *Informant* are needed to supply *one* each to regular and irregular publishers, newly interested persons attending company meetings, and pioneers associated with the company.

Beginning with the November issue the *Informant* will no longer be sent direct to pioneers, unless they are isolated. Pioneers associated with companies will obtain their *Informant* from the company. Every person should have a personal copy for his use, but there is no reason to have extras in order to supply two or three copies per month to those who are lax about bringing their *Informant* to meetings. Circuit servants should check on the company's use of the *Informant* and advise the Society whether or not too many are received.

"Princes' Just Rule" Witnessing Period

Present *Awake!* to Arouse a Sleeping World

[1] Jehovah God is a God of organization. Everything within the scope of his purposes takes place "decently and by arrangement". Rightly, then, we see in these last days the handiwork of Jehovah manifested in his organization. In fulfillment of Isaiah 32:1, Christ Jesus the King 'reigns in righteousness, and princes rule in justice' here upon the earth for the good of God's faithful servants.

[2] In October, working in harmony with his organization world-wide, we will offer a subscription for *Awake!* on the contribution of $1. During this month let us all help push the distribution of *Awake!* companion to *The Watchtower*, past the million mark. New subscribers will receive a premium of any three booklets. If older booklets are used, be sure they are presentable. Individually and as a company, prepare now to present this timely and informative magazine which is published specifically to keep honest-hearted persons informed on the vital issues of the day.

[3] Jehovah charges those who are servants to 'shepherd the flock of God, becoming examples to the flock'. This means taking the lead in adequately promoting the preaching work and caring for the spiritual needs of the Lord's sheep. For a successful *Awake!* campaign, servants will need to see that informative presentations are featured on the service meeting, that territory and group witnessing are lined up, that subscription slips are on hand and that sufficient distributors' copies are ordered. (Magazine Order Blanks are enclosed with this *Informant*.) Definite arrangements should be made to assist those being studied with and the irregular ones to share in obtaining subscriptions and talking to others about the Kingdom. Help them to become strong and mature and to work unitedly with the organization.

[4] Are you a subscriber for *Awake!* yourself? What about those persons you are calling upon and those with whom you conduct Bible studies, your friends, family and business associates? They, too, should enjoy the benefits of *Awake!* just as well as you do. Servants, publishers, pioneers—help all to appreciate the blessings of the "princes' just rule" under the great King by offering the *Awake!* magazine at every opportunity.

Company-Pioneer Supplies

Supplies for the next year are enclosed with this *Informant*. For companies: monthly report cards and a Company Progressive Report sheet. For pioneers: monthly report cards and Daily Record Sheets. For special pioneers: monthly Report and Allowance Request forms and Daily Record Sheets, and, for those who use them, report cards for the President's Office. All other forms should be ordered in the regular manner. Review paragraphs 32-42 in *Counsel on Theocratic Organization.*

Magazine Bound Volumes

Those companies and individual brothers who wish to have bound copies of the 1953 *Watchtower* and *Awake!* should place their orders now to ensure delivery. Individuals should order through companies where possible so that they may be shipped with company literature. This will save time and money. The cost per volume is $2.

Field Service Report

In order that this *Informant* might be mailed before the Bethel vacation and thus be received by companies in good time for use during September, the August field service report is omitted. Field reports for both August and September will appear in the October *Informant*.

COMPANY ORGANIZATION

The Service Meeting

Lively, enthusiastic service meetings are a vital necessity to a healthy, active company. They help the Lord's people to learn the most practical and effective ways of carrying out the commission to "make disciples of people of all the nations". The company servant is responsible for planning successful service meetings.

Upon receipt of the *Informant* he should outline the service meetings for the month. All *Informant* articles should be considered during the month. Whenever possible the article dealing with work for the current month on the front page should be considered at the first service meeting in the month. The article appearing on the back of the *Informant* considering activity of the following month is to be considered at the last service meeting of the current month. Other articles may be worked into the program in accord with the local company's arrangements. The company servant should look for and encourage other servants to offer suggestions in planning meetings, but the company servant makes the final choice.

A Scriptural theme or a particular objective should be determined for each meeting. The first meeting in the month could have the monthly text as a theme and subsequent meetings other appropriate themes. Often the daily text can be woven in as a theme for the meeting. After the *Informant* material is apportioned, the company servant, aware of the local problems or needs, should schedule portions on the program that will offer helpful suggestions to remedy the weaknesses.

There are a variety of mediums of education which can be used to present service-meeting material. After a warm welcome to the strangers and consideration of the daily text, the program one week might start with some form of audience participation, such as by the question-and-answer method or a panel of experts (servants) with questions from the audience. This will serve to quicken the minds of the audience. This can be followed with a demonstration, perhaps a pantomime, a round-table discussion, an interview, a quiz, a forum, a dialogue or a talk. Large companies can assign demonstrations to a group attending an area book study. A well-rounded conclusion will stir the brothers to action in the field service. Participants must watch timing closely. Appropriate field service announcements will be made at the end of the service meeting and the program for next week announced so that the publishers can prepare.

The company servant should continually strive for variety in planning the service meeting program, making it lively and interesting, keeping in mind the spiritual and field service needs of the congregation. Brothers who have dedicated their lives to Jehovah and have the ability may be used in developing such educational meetings. Service meetings that are instructive will be had if everyone will co-operate and assist by preparing diligently for these meetings. The service meeting is a provision from the Lord to aid us in carrying out our divine commission. Support your service meeting by regularly attending, participating and doing your part by accepting assignments given to you by the company servant and preparing them well.

INFORMANT

OCTOBER, 1952 "Say to the prisoners, Go forth."—Isa. 49:9. BROOKLYN, N. Y.

"Princes' Just Rule" Witnessing Period

"Awake!" Featured for One Month

Are You Ready?

[1] Jehovah has set his King Christ Jesus upon his throne. As he rules 'in the midst of his enemies', the blessings of his enthronement become manifest to his faithful and obedient subjects. The servant class is organized for world-wide ministry, and the King has entrusted Kingdom-service interests on earth into the hands of his "faithful and discreet slave". "Princes" are to rule justly and work unitedly and in harmony with the "Prince of Peace". —Isa. 32:1.

[2] By now every Kingdom publisher should be well organized for an intensive *Awake!* campaign. We will offer *Awake!* to the "prisoners", along with a three-booklet premium, on a contribution of $1. Working as a united body, we will strive to increase the circulation of *Awake!* to well over 1,000,000 copies per issue. Therefore, everyone should present *Awake!* having it on his mind and lips at every opportunity. To reach this goal we will have to increase our efforts by properly organizing ourselves, and by getting started the first day of the campaign.

[3] The report for the last three years shows that we obtained 69,907 *Awake!* subscriptions in 1949, 78,888 in 1950 and 65,430 in 1951. Therefore, we shall have to put forth our best ministerial efforts to go beyond last year's total and to surpass the high figure for 1950. If we were able to increase our subscriptions in 1949 and 1950, there is no reason why we cannot now exceed the 1950 campaign totals. By co-operating with the servants and being subscription conscious we can make this the best *Awake!* campaign yet.

[4] Everyone should be reading *Awake!* Its contents are factual, thought-stimulating, and understandably presented. The reader is given the opportunity to examine the facts, and then *Awake!* presents the comforting assurance that Jehovah's kingdom provides the solution to this world's ills. In an unbiased coverage of world developments *Awake!* drives home the reality of man's failure to attain peace through brotherhood movements and world governments. It highlights the principles that the Bible advocates, and staunchly defends true worship as it exposes the false.

[5] If we expect to present this magazine to others we should be thoroughly convinced of its merits ourselves. This can easily be done by being sure to always read our personal subscription copy of *Awake!* Share *Awake!* with your friends, relatives, neighbors, and business associates and encourage them to subscribe. Then, too, join in the organized field activity outlined by your company. House-to-house witnessing provides the best avenue for new subscriptions; but be ready to take subscriptions in the store-to-store work, on magazine routes, on back-calls and home Bible studies too.

[6] Servants, plan stimulating meetings. Utilize experiences of those who have obtained subscriptions, develop effective demonstrations. It might be well to use territory that has not been previously worked with *Awake!* Each publisher should strive for at least one subscription, while pioneers should obtain at least four during the campaign. And do not forget to call back and stimulate the interest found. Let us work with one another in unity as we endeavor to make this the greatest *Awake!* subscription campaign to date. Our sincere efforts will assure us permanent blessings under Jehovah's arrangement of the princes' just rule.

Expand Magazine Distribution

House to House Is the Field

[1] Every week the Lord's "faithful and discreet slave" organization provides us with another issue of *The Watchtower* or *Awake!* Here is current spiritual food not only for our consumption but also for the strengthening of persons of good will. For this reason they are printed by the millions for distribution by Kingdom publishers in the different features of service.

[2] The most effective means of distributing the magazines is from house to house and store to store. Hence, the Society recommends that these avenues of magazine distribution be a regular part of Magazine Day activity. Perhaps the morning's activity could be devoted to house-to-house work or store-to-store work, while the afternoon and evening could be devoted to street witnessing. (Store-to-store work can be done on another day if advisable.) Housewives and others who are able to arrange their affairs to do so will also find weekdays an excellent time to engage in house-to-house magazine distribution. Street witnessing should still be arranged; but, far from limiting our magazine distribution to this alone, we should combine it with actual preaching from house to house, which is more effective. We must talk to the people, and we can do this by going from house to house with magazines.

[3] One of our aims as mature ministers is to make as many new contacts as we can in publishing the good news. On the streets we serve as a public testimony, keeping *The Watchtower* and *Awake!* before the people by calling out slogans, approaching strangers in a friendly way with an invitation to read the magazines, and placing and discussing magazines with those who have come to appreciate the journals. This is good. But think of how many more personal contacts and placements we will make if we spend an equal amount of time each Magazine Day in visiting the people at their homes with the magazines. It would be splendid to more than match our time spent on street corners with time spent in

(*Continued on page 2, col. 2*)

Around the World with Jehovah's Witnesses

'Wisdom Crieth Aloud in the Street'

"Go forth!" must also be said on the streets, especially since that is the only place where many of the prisoners can be reached. (Prov. 1:20-23, AS) The very fact that misguided religious zealots become so incensed when they see us engaged in this feature of the work should help us to appreciate its importance. For example, in the British West Indies such fanatics have jerked the magazines out of the publishers' hands and have torn them up and then thrown them into the streets. How one such fanatic fared in the hands of the law is told in our "Yearbook" on page 101.

By continuing in this work regularly we not only help those who are opposed to mark themselves for destruction but we also help those of good will to mark themselves for salvation. In Pakistan, where the Moslem religion has such a strong hold on the people, a government official, after watching a publisher on the street for two years, summoned up enough courage to ask him for a home Bible study. Another Moslem, after being witnessed to on the street, called at the Kingdom Hall expressing the desire to know more. (199)

To properly help the people to mark themselves for or against the Theocracy by means of the street work we must do more than merely stand mute with the magazines in hand, or mechanically call out the slogans. We must make it a point to speak to the people individually and then follow through. One publisher in Rangoon, Burma, inquired of a person: "Have you ever read the 'Watchtower' magazine?" Receiving an affirmative reply, he was able to place a magazine and obtain the address of the interested one. Following up this placement resulted in five taking their stand for the Theocracy. (104-105)

'The First Love'

Jehovah foretold that his people would be volunteer servants in the day of his power. He also foretold that in this day ten men would take hold of the skirt of him who is a real Jew and say, 'Come, let us go with you.' Time and again the zeal of the new interest shames those who have been acquainted with the truth for some time. (Heb. 10:32-34; Rev. 2:4, NW) Telling of this zeal of the newly interested ones are the following experiences taken from the 1952 "Yearbook".

A publisher in El Salvador moved to an isolated spot and went to sleep as far as the service was concerned. He was found by the most zealous of the new publishers recently baptized, who told him: "If you were only saying one word a day, that would be something, but you are not doing anything; you're dead." While perhaps not the most tactful thing to say, it did succeed in waking up the sleeping one, who is now publishing regularly. (133, 134)

The report from Singapore tells of the eagerness of a young Chinese whose family is Buddhist. He soon began to witness and in six months joined the pioneer in the field service, impressed with the "urgency of the work due to the nearness of Armageddon". He already has been instrumental in others' taking their stand, one of whom joined him in vacation witnessing. The two of them are conducting six studies and have already started two others in the service. (214) Are we manifesting a like zeal?

Presenting THE GOOD NEWS

To Obtain *Awake!* Subscriptions

The following are some excuses you will encounter and some suggested replies you can give as you endeavor to obtain subscriptions for the *Awake!* magazine.

To the person who says, "I have my own religious magazines," you might say something to this effect: "You know, of course, there are hundreds of different religious beliefs and that hundreds of different religious magazines are read by the people. And yet, if you would closely examine all of those hundreds of religious magazines you would find that *Awake!* is one of the very few magazines that points out the Bible hope of all people, which is God's kingdom. It is the only magazine that informs us of outstanding happenings throughout the world and shows how such events are fulfillments of Bible prophecy. We learn that we are now living in the last days of this corrupt old world, which will soon be replaced with God's new world of righteousness. To put your hope and trust in this doomed old world would mean to risk the loss of your life. Therefore, you owe it to yourself to keep informed and awake to facts that will affect your eternal welfare. Your dollar for a year's subscription will prove to be a wise investment."

To the person who says, "I have too many magazines already," you might use this approach: "Without question you probably do have too many magazines. But, among all the magazines you get, do you have what you would consider the best magazine? *Awake!* stands ready to prove its superiority over other magazines. Unlike many other magazines it is not limited to one type of information, but it combines the features of many magazines by giving you an up-to-date coverage from all fields of knowledge. Outstandingly, it is not a commercial magazine, but is compiled, produced and distributed on a nonprofit basis. Having no commercial advertisers, it is therefore unfettered in what it prints. And, most important, it is published in the interests of upholding the truth of God's Word the Bible, serving as a channel of information that reveals not only what is happening today throughout the earth, but also serves to warn the people, in the light of Bible prophecy, of what is coming and what steps are necessary to ensure protection and safety. *Awake!* will prove to be superior to other magazines in many ways. A subscription for one year is only $1."

Expand Magazine . . . *(Cont'd)* calling at homes with the magazines. Undoubtedly our individual magazine placements would greatly increase, probably more than double.

[4] Distribution of magazines from house to house is an excellent way to start new publishers in field service. It starts them on the road to maturity, for it gives them an opportunity to express themselves as they talk to people about the magazines and about the Kingdom message generally. It is simple, yet effective. Moreover, the very fact that even a new publisher can place a number of magazines without difficulty in house-to-house work is highly encouraging to him; and he can be aided to maturity by regular participation in magazine work at the homes. From this point it is only a small step to train the new publisher to offer the subscription, three bound books, etc., during regular Sunday witnessing. With his initial training in house-to-house magazine work he will more easily progress to the larger literature offers, and hence more rapidly become mature in presenting the good news.

[5] Magazines are at present serving more effectively than booklets, so we should concentrate on placing this current material in the hands of the people. Have you tried offering a single copy for five cents when the regular campaign offer could not be placed? Why not take extra copies with you? Never let your magazines become old or accumulate at home or in the Kingdom Hall. Place them in the field and follow them up with back-calls and home Bible studies. Do your part to serve the spiritual food prepared for distribution to nourish the hungry sheep of the Lord.

YOUR SERVICE MEETING

"Awake!" will prove most effective when the stimulated thinking it provokes is followed up by publishers who are alert to start home Bible studies. Pioneers, who devote the greater portion of their time to Kingdom service, can place more magazines and conduct more studies. Why not strive for more pioneers?

SCENE 1 (5 min.) Publisher calls at door, presents "Awake!" Opens with friendly remark, then includes following journal fills real need in these times; need help to make intelligent decisions today; do not want to be one-sided, but rounded out by truthful, upbuilding information; inspires hope, giving reasons and remedies. Publisher makes reference to specific article to illustrate what he means, and concludes by stating cost of subscription. Man shows interest in one particular article and takes subscription.

SCENE 2 (4 min.) Fast-moving pantomime follows: Mailman shown delivering "Awake!" for year. Two different members of family look at each issue as months go by, expressing surprise, interest, amazement, indignation, shock, etc. Commentator mentions titles of articles they see that produce above results in them. On certain issues commentator points to outstanding articles that show wide coverage, vital need of magazine. One member of family begins to conclude there is no use putting trust in commerce, politics and religions of this world. Wonders whether there is anything worth while in the world; begins to "sigh and cry", lamenting trouble and wishing things were better. Expresses idea that there is no real hope for suffering mankind.

SCENE 3 (6 min.) Commentator points out that in previous scene benefit of having "Awake!" was lost. It stimulated thinking processes to appreciate futility of old world schemes and remedies, but element of hope was not strongly injected. No source of hope and reliance was pointed out to subscriber. In Scene 3 publisher is shown making back-call on subscriber three weeks after taking subscription. After briefly discussing an article of interest with subscriber, he focuses attention on "Your Word Is Truth". Using the "Your Word Is Truth" article in the August 8 issue for example (this section in other issues may be used), he points out that man's only reliance is in God; that man must maintain contact with God through prayer. Publisher has formulated question on each paragraph of the article, which he propounds to arouse interest. Then he shows how article answers the questions. Scriptures in article are read, and subscriber expresses appreciation of publisher's comments. Thus study is started, which may later be switched to bound book. Publisher leaves, with few friendly remarks, stating that he will call again. Conductor makes brief sum-up, showing we are helping "Awake!" fulfill its important purpose by getting subscriptions from door to door, on back-calls and even during casual witnessing, but that we help a great deal more if we use "Awake!" as a steppingstone to start Bible studies in a bound book or in "The Watchtower".

PIONEERING

SCENE 1 (6 min.) Discussion.

Serving God is man's greatest privilege. The more service rendered, the greater our privilege and joy. A servant (or pioneer) and two publishers discuss the advantages of and great need for more pioneers. Sound admonition is found at Ephesians 5:15, 16 during this time of the end when the Devil, like a roaring lion, is out to devour all he can. Just look at the great increase in public praisers; wouldn't you like to have a greater share in this increase? You can, by pioneering! (2 Cor. 9:6) The abundance of local territory in the company is mentioned in harmony with figures on the recent circuit servant's report. The sheep are there to be found, but the territory is not being worked adequately. More workers are needed. But from where will they come? Can we expect others to come in and work territory for which we are responsible? Do other companies have too many pioneers? No! Then we must fill the need from right within our own ranks of company publishers. The need throughout the world is for more pioneers.

SCENE 2 (4 min.) Experiences.

Pioneers will express their joys of service and many rich blessings by relating some of the experiences they are having in this full-time work. If there are no pioneers associated with the company or if local experiences are lacking for this part of the demonstration, pioneers from nearby companies may be requested to participate in this meeting or, if necessary, pioneer experiences from the "Yearbook" (pages 117, 118 and 153, 154, etc.) may be enthusiastically presented by local publishers. This as well as the entire demonstration should be prepared and practiced before presentation to the company.

SCENE 3 (5 min.) How to do it!

Consider the material and ideas presented in the "Informant" for October, 1950, December, 1951, and August, 1952. Show what some pioneers are doing to engage in pioneer service, or what some company publishers might do to get into this service. Why cannot vacation pioneers continue? Can we expect others to pioneer when we, who could pioneer, are not doing so? Hardly!

Publications Now Available

"The Kingdom Is at Hand" —Norwegian

Songs to Jehovah's Praise—Swedish

Tracts: *Hope for the Dead* (T5); *The Trinity—Divine Mystery or Pagan Myth?* (T6); *How Valuable Is the Bible?* (T7); *Life in a New World* (T8) —English

1952 District Assemblies

"What a wonderful assembly; the best ever!" "What a grand spiritual feast!" "Surely this is an evidence of the Lord's spirit made manifest upon the assemblage of his people." "We thank Jehovah for all of his goodness to us." These and many similar expressions were made recently at the 1952 district assemblies in grateful appreciation to Jehovah and his organization for the preparation and execution of these inspiring assemblies.

Yes, we have good reason to be grateful. Just review the timely instruction and counsel that we received. Maturity, consistency in the King's service and increased activity were stressed in the stirring talks delivered by the brothers. The clear presentation of the practicability and the advantages of pioneering show it to be a wise investment of our time and effort. Our responsibility before Jehovah as servants and publishers to maintain a blameless ministry and promote maturity was clearly outlined. The demonstrations and experiences were enjoyed very much and a great deal of benefit and encouragement were derived therefrom. It was thrilling to hear from Brothers Knorr and Franz as well as the other special representatives from the Society's headquarters.

The high point of the assemblies was Sunday's public address, "World Unity—Is It Just a Dream?" The combined attendance of the 35 district assemblies in the United States was 133,751. This is a tremendous increase to compare with 93,305 for the district assemblies in 1951. Also, 2,534 persons symbolized by water immersion the dedication of their lives to do Jehovah's will.

Thus, with our minds braced for activity, let us push ahead "always having plenty to do" in the service of the King, proclaiming that world unity is not just a dream, but will soon be an established reality by theocratic direction.

UNITED STATES QUOTA FOR 1952
130,308 Publishers

Monthly Field Service Report

July Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	207	141.2	56.9	7.1
Pioneers	8,497	98.2	26.9	3.7
Co. Pubs.	122,886	10.5	2.8	.4
Total Pubs.	131,590			

Public Meetings Held: 6,208

August Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	242	121.7	45.4	5.7
Pioneers	7,858	92.0	28.4	3.7
Co. Pubs.	119,152	10.2	2.8	.4
Total Pubs.	127,252			

Public Meetings Held: 6,042

"Hold a Good Conscience"

Three Bound Books to Be Offered in November

[1] "Hold a good conscience," says Peter; and a good conscience toward God is what all lovers of eternal life crave. (1 Pet. 3:16, *NW*) But how? To win a good conscience toward God we must have faith in Him and in his provisions through Christ Jesus as well as in his visible organization. To hold this good conscience requires more than faith. It requires continual action in the work of bearing His name and confessing Him with our lips.

[2] Realizing the importance of showing love to our neighbor, during November we will hold a good conscience by confidently presenting three bound books, on a contribution of $1.50. Many were successful in placing the offer during the summer campaign and will continue to have placement privileges as field work is engaged in during this month. We know that these publications are a rich storehouse of life-producing food. We must have their contents well in mind when speaking to the people at the doors. Then, talk to them confidently with freedom from fear, presenting the message with the sincerity and conviction that bring God's approval.

[3] Positive thinking is essential. Maturity demands the ability to convince others that the knowledge and information in these publications are for their eternal welfare. Hence, endeavor to give a thorough witness at each home. Stick to the offer, and do not be quick to drop to one book. Mature publishers can easily work with three books. Have at least two sets of books with you in the field.

[4] Jehovah surely blesses the works of his people, but the effort must first be there on the part of each individual publisher. Our only safe course, then, is to seek Jehovah, and participate in the work outlined by the "faithful and discreet slave" during November by presenting the three bound books to all who will hear. We will thus hold a clean and good conscience toward God.

Unassigned Territory

A number of companies have expressed their desire to follow up interest found in unassigned territory. Perhaps other companies will wish to do the same. If it is convenient to do this without unduly interfering with regular company activity, please write the Society for the assignment. We remind you to send a report on the extent to which isolated territory was worked. Include with this report any information you believe will be helpful to the Society in further caring for the interest.

Coming Literature Offers

November and December: Three bound books for $1.50: *What Has Religion Done for Mankind?* "*Let God Be True*" and "*This Means Everlasting Life*".

Positive Thinkers and Actors Will Be at the World Assembly

[1] By Jehovah's undeserved kindness there is going to be a world assembly of Jehovah's witnesses in 1953 at New York city, and '*I am going to be there*'. Positive thinking? Yes, it is. And that is just the way Jehovah's witnesses world-wide are thinking about this assembly.

[2] But positive thinking alone is not sufficient. A positive course of action is also required. Just as "faith without works is dead" so would it be on our part to think or say 'I'll be there' and then do nothing toward making it a reality by starting immediately to arrange our affairs to that end.

[3] Very evidently it *is* Jehovah's will that an assembly be held in New York city next summer, so the "faithful and discreet slave" is obediently directing its activity accordingly. Our view, then, will not only be 'if the Lord wills I'll be there'; but, rather, 'since it is the Lord's will to have an assembly for his people (and I am one of his people), I am going to be there.'

[4] Individually we will be privileged to attend if we prayerfully consider the matter before Jehovah and then put our positive 'I am going to be there' efforts into operation. Start now to organize and plan so you will be in New York city to enjoy this provision of Jehovah with the rest of our brothers at the world assembly.

COMPANY ORGANIZATION

Theocratic Ministry School

[1] Just nine years ago Kingdom publishers went from door to door with testimony cards and phonographs to do their "talking". When the theocratic ministry school was organized, publishers were on the way to maturity by learning to actually talk the "pure language".

[2] It behooves all Kingdom publishers to continue on advancing toward maturity; hence the Society urges all brothers, young and old, to enroll in the school. Sisters, while not enrolled, are encouraged to participate in the audience discussion as outlined in the school instruction sheet. A copy of this form should be given to each newly enrolled student; and the school servant may, at the same time, suggest that he obtain for his personal use copies of *Theocratic Aid to Kingdom Publishers* and "*Equipped for Every Good Work*".

[3] When the school servant calls the roll at the beginning of school, all publishers, especially those enrolled, should be present to get full benefit from the meeting. Attendance records, along with completed counsel sheets, should be filed by the school servant, as, from time to time, information relative to a certain student's attendance and progress may be desired.

[4] By looking upon assignments as a privilege, students will always accept them gladly, not reluctantly. Brothers receiving instruction talks have an added privilege and responsibility; for, of all talks, this one must be arousing, must be animated, and must clearly accentuate a theme. *Before* school convenes the speaker should notify the school servant of the title he has chosen for the instruction talk.

[5] Preparation is the key to progress. It will greatly diminish audience fear, instill confidence, enkindle enthusiasm, and enable a speaker to put his heart into the message. A speaker who does not prepare well will not make progress, and his lack of preparation deprives him of much valuable training. Remember too, insufficient preparation not only deprives speaker or student of full benefit from the school, but it also deprives the entire company of the full blessing of the course. Speakers thus have a responsibility toward others as well as themselves.

[6] If all publishers come on time, are well prepared, listen closely to counsel offered, and then endeavor to apply suggestions for improvement of their own ministry, the greatest progress toward maturity will be made. Yes, the ministry school is accomplishing its purpose by training Jehovah's servants to actually speak the good news "publicly and from house to house". Are you getting the full benefit from it?

INFORMANT

NOVEMBER, 1952 "Say to the prisoners, Go forth."—Isa. 49:9. BROOKLYN, N. Y.

"Hold a Good Conscience"

Everyone a Publisher During November

Assist Others to Gain a Good Conscience

[1] During the month of November publishers will endeavor to "hold a good conscience" by presenting three bound books on a contribution of $1.50: *What Has Religion Done for Mankind? "Let God Be True"* and *"This Means Everlasting Life"*. To the majority of publishers this will mean simply transferring the offer they were making in their unassigned territory to their regular company assignment. To others who had no unassigned territory it will mean extending this very excellent presentation to a greater number of persons in their regular assignment.

[2] Regardless of whether you work in unassigned territory or regular territory you meet people, you talk to them about the Lord's kingdom, and you endeavor to place bound books with them. If you did that in unassigned territory, you can do it in your regular assignment. People, generally speaking, are the same. If you can show them that you have something they need, they will take it. Therefore, if you present the combination with the same vigor and conviction in your present assignment as you did in your unassigned territory, they will take it, and you will place books. Actually our biggest job is that of adjusting and preparing ourselves to do what the Lord directs and in the manner he directs.

[3] In this connection the following comparison is interesting. Prior to the unassigned territory campaign we had a three-bound-book campaign in November, 1951. The average for book placements per company publisher was 1.3. In December, 1951, we offered one bound book, *What Has Religion Done for Mankind?* Average books per publisher, 1.2. During the three-bound-book campaign in unassigned territory, we averaged in June 1.6, in July 1.5 and in August 1.4 books per company publisher. The slight decrease in placements from June to August is undoubtedly due to rapid completion of unassigned territories by many companies and their return to regular company assignments. But the figures indicate that publishers placed many more books in unassigned territory, and we believe this was mainly because the publishers went to that territory expecting to place books. They diligently and enthusiastically presented books and hence actually placed them. The combined total of 924,811 books placed in the United States in the three months proves this.

[4] Let us "hold a good conscience" during November and present the three bound books with the same conviction, and see if we do not bring our placements up to the level of our unassigned territory results. Examine the book placements for June, July and August from your company records and ascertain your publisher average. Make it your goal to equal or exceed that figure right in home territory. Arrange demonstrations by publishers who were efficient in placing bound books. Encourage those who are having difficulty making bound-book placements. Let experienced publishers give personal assistance and generally work up enthusiasm for the presentation. Make your quota for each publisher at least two hours of house-to-house work every Sunday followed by back-calls on previous placements. Be sure each publisher has at least two combinations with which to work, and also have plenty of company supplies on hand for the campaign.

Maturity Essential for Regular Service

Do You Preach Every Month?

The mature Christian understands fully his commission from God. His richness of understanding keeps the will of the Lord clearly before him and he delights to do it. Thus Paul prayed that the Colossian brothers might "be filled with the accurate knowledge of his will in all wisdom and spiritual discernment, in order to walk worthily of Jehovah to the end of fully pleasing him as you go on bearing fruit in every good work".—Col. 1:9, 10, *NW*.

Yes, "become full-grown in powers of understanding," for it is then that a Christian moves forward steadily, confidently and properly equipped to preach the good news of the Kingdom. This is why we received so much good counsel on growing to maturity at our recent district assemblies. That there is a great need at present for increased maturity is shown by an examination of the figures on regularity in the service. Of the total number of publishers in the United States during the past 6 months, only 56 per cent were regular publishers each month, while 44 per cent were irregular. This means that only a little over half the total publishers engaged in the preaching work every month, while the remainder for some reason did not arrange their affairs to engage regularly in this blessed work of aiding others. How does your company compare?

If we are to reduce this number of irregular publishers considerably, it will require that each servant in the company and all mature publishers work diligently to help new and irregular publishers to participate in the service. This should be true, not for just one month, but every month. (See the September 1951 *Informant* and the Society's letter of February 20, 1952, for suggestions.) Not only will well-planned service meetings be necessary, but personal instruction will need to be given them in the field, where they can receive helpful suggestions and tactful counsel as they work. True, we want to continue working toward new peaks of publishers, but chiefly we want to care well for "the flock of God" and see that everything possible is done to ensure maturity and

(Continued on page 4, col. 1)

Around the World with Jehovah's Witnesses

"Obey God Rather than Men"

The apostles, when before the Sanhedrin and commanded to cease preaching the good news regarding Christ Jesus, replied: "We must obey God as ruler rather than men." (Acts 5:29, NW) The 1952 "Yearbook" shows that the good example they set is being followed by Jehovah's witnesses today.

The witness work in a certain Syrian town was forging ahead by leaps and bounds, especially the public meeting campaign, partly due to the fact that a clergyman took his stand for the truth. So the Devil influenced his agents to command the brothers to refrain from assembling themselves together. However, they obeyed God rather than men and so the company servant was arrested. At the trial the false charges were refuted and a good witness was given, causing the judge, in dismissing the case, to say: "I have found Jehovah's witnesses to be the only real Christians." (170, 171)

Our brothers in Switzerland followed a like course. Although the Supreme Court at Lausanne refused to properly classify their house-to-house activity as preaching and ruled that they must obtain permits, they chose to obey God rather than men and even arranged for a circuit assembly in Lausanne, where the court resided, and featured the house-to-house work. Not a single arrest was made, and the largest attendance ever was seen at the public meeting! (233)

In Yugoslavia the brothers continue to preach and increase despite a five-year ban. They depend upon Jehovah for strength. (244)

Home Bible Studies

One cannot read the reports contained in the 1952 "Yearbook" without being struck with the vital role that the home Bible studies play in releasing the prisoners; where "anyone who is being orally taught the word [shares] in all good things with the one who gives such oral teaching". —Gal. 6:6, NW.

In Bolivia a clergyman told a young couple with whom a Bible study was being conducted that Jehovah's witnesses were antichrists. However, having just concluded the chapter on Jesus Christ, they were well equipped to refute him. Result: two more publishers of the Theocracy. Without the home Bible study the Devil's bird might have snatched away the seeds of Kingdom truth that had been so painstakingly planted in the hearts of those interested ones. (91)

In China one sister invited her former school friends to her own home for a Bible study, and before long there were three more witnesses for Jehovah. One of these in particular received much opposition from her husband and so-called friends, but that only made her stronger. Could she have withstood that heat of persecution without the help obtained from that Bible study? (110)

In France a back-call was made in a town where there were none of Jehovah's witnesses This grew into a study with ten persons. "Within two months, four were publishing, and by the time of the next circuit assembly six of the original ten were immersed. At the close of the service year there were 12 publishers in that little town, and as many as 30 persons were attending the public meetings held there. Home Bible study work is certainly an effective means of obeying Jesus' injunction, 'Feed my sheep.'" (137) And also an effective way of telling the prisoners, "Go forth!"

Presenting THE GOOD NEWS

To Those Who Say, "I Have My Bible"

When this expression is heard from the lips of a householder, a well-equipped Kingdom publisher can tactfully reply: "Most people in this country have a Bible. In fact, *it is very rare to come to a home* that does not have one. However, is merely having a Bible in the home helping people to live as Christians today? I'm sure that you will agree conditions throughout the world are as described at 2 Timothy 3:1-5. (Paraphrase) Every day newspapers and radio broadcasts relate the multitude of unchristian things being done by people who have a copy of the Bible. So just having a Bible is not enough, as we both know. It must be read, understood and its righteous principles put into practice. These publications which I am offering to you on a small contribution have helped me immeasurably in understanding the Bible. I gladly bring them to your door and feel sure that you, too, will receive a blessing by reading them with your Bible. Take this one for example . . ." (Go on to tell how it aids in studying the Bible.)

Here is another way to tactfully bring out the importance of having Bible study aids: "I'm glad to know that you have a Bible in your home, because it is the finest book ever published. There is no question about that in either of our minds, *for it is a provision from God,* as stated at 2 Peter 1:21. (Paraphrase) Many of us, though, have trouble understanding and getting the full benefit of what the Bible says. In fact, we might liken ourselves to the Ethiopian eunuch whom Acts 8 tells us about. He was returning from Jerusalem where he *had gone to worship.* As he rode along in his chariot, he was reading aloud from the Scriptures when Philip, one of God's ministers, came to him and asked if he understood what he was reading. The eunuch replied that he did not fully understand and that he would need a *guide or someone to help him to do* so. Today, too, we need Bible study guides to assist us in a study of the Bible. Many millions of these publications (have offer in hand) have acted as a guide for people all over the world, aiding them to understand clearly *things of vital concern* in worshiping God. On a small contribution of $1.50 I would like to leave these three study aids with you. This one . . ." (Briefly cover the high points of the offer.)

After placing the offer, do not overlook making arrangements for a return call.

1953 *Yearbook* and Calendar

The 1953 *Yearbook* and calendar will soon be ready for distribution. The cost of the *Yearbook* is 50c per copy, and calendars may be had for 25c each or five or more to one address for 20c each. Companies should order their supplies immediately. Pioneers on the list before July 1, 1952, should register now with the stock servant of the company with which they are associated in order to receive a free copy of the *Yearbook.* The stock servant will keep this list and take it into consideration when ordering the company supply of the *Yearbook;* and he will check off the names of the pioneers as he gives out copies of the *Yearbook.* Pioneers who commenced work on or after July 1, 1952, will not be eligible for a free copy of the *Yearbook.* Those pioneers not associated with a company will receive their *Yearbook* direct from the Society if they are eligible. Companies will submit a Literature Credit Request form in the usual way for copies of the *Yearbook* they place with pioneers.

Monthly Field Service Report

UNITED STATES QUOTA FOR 1953
139,289 Publishers

September Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	264	123.9	48.5	5.7
Pioneers	6,890	86.2	28.0	4.2
Co. Pubs.	121,514	8.6	2.7	.4
Total Pubs.	128,668			

Public Meetings Held: 5,423

Progress Toward Maturity

We are now in a new service year, which means that we will work toward our new quota of 139,289 publishers. Publishers should compare their progress with quotas established by the company. The United States can easily reach its goal of 10 per cent increase, by Jehovah's undeserved kindness, if *all* publishers become *regular* monthly preachers of good news during 1953.

YOUR SERVICE MEETING

Some publishers devote a great deal of time to street work, but little if any time to house-to-house preaching. The greatest results are achieved by a balanced field schedule. In October many "Awake!" subscriptions were obtained in house-to-house witnessing. The second demonstration below offers suggestions on how to follow through on "Awake!" subscriptions.

Conductor opens with remarks about door-to-door work's being backbone of our service to God. Not enough door-to-door work is being done by publishers. Last year in the U.S. 19⅓ million hours spent in field, 9 million pieces of literature placed, plus 11 million magazines. Roughly this amounts to one book, Bible, booklet or magazine placed every hour, the great majority being booklets and magazines. But why not increase book placements? Are we not educators? And do not books provide basis for more studies? Many hours of street work are good, no doubt; but most effective use of time requires us to channel more activity into house-to-house work. This will increase our placement average.

SCENE I (3 min.) Two brothers talking. Brother Progressive tries to encourage Brother Backward to do house-to-house work with him. Campaign this month is to place as many bound books as possible in hands of people. Backward says secular work allows him only two or three hours a week, and his street work at Main and Broadway seems to tire him less. Progressive tries to get him to put in one hour in house-to-house work, but to no avail.

SCENE II (6 min.) Progressive calls at a door. Householder says: "I have seen a Watchtower man standing on corner of Main and Broadway." Witness: 'Yes, it is one way we have of reaching many busy people." Householder: "It doesn't seem that many stop to talk to him, but I suppose every religion has a different way of preaching." Witness: "That's just one small feature of our preaching. But may I step in for a few minutes to explain how you have come into contact with the greatest educational work ever undertaken?" Progressive is invited in, leads into three-book offer, showing how they aid in study. Places books; arranges for return visit. (This scene can demonstrate effective presentation of three books.)

SCENE III (3 min.) Two brothers again meet and Progressive's experience is recounted. Brother Backward is impressed. Progressive shows how doing only street work is one-sided. Street work good, yes, but think of greater opportunities offered in house-to-house work. God gives real increase when we talk to people, when we give of ourselves to people by explaining his purposes, when we participate in all features of service. Why not put half of his street time in house-to-house publishing? He invites Brother Backward on back-call.

SCENE IV (4 min.) Householder glad to see Brother Backward. Says he did not appreciate work he saw on street until Brother Progressive talked to him and showed him it was only part of great educational campaign of Jehovah's witnesses. Systematic arrangement of books, questions, etc., convinces him we are real Bible educators. Study is arranged.

Conductor concludes, showing Brother Backward that he should now think very, very hard. How much more Progressive accomplishes with his time! If you are a street publisher only, why not give some of that time to house-to-house work for better results?

"Awake!" Follow Through

SCENE I (4 min.) Bible study servant working with company book study group on back-call night has made arrangements to assist irregular publisher in back-call work. Two discuss call.

Bible study servant outlines steps that will make return visit productive. A well-planned back-call can easily be the springboard to a home Bible study. He sets scene by recalling points that induced person to subscribe for "Awake!" His personal record shows world unrest, religious disunity, fear and political strife were touched on in original discussion. He recalls that householder subscribed because "Awake!" truthfully exposed those responsible for world distress and then provided Bible solution. Next he checks equipment: Bible, bound books, magazines and handbills.

SCENE II (8 min.) Bible study servant and irregular publisher at the door of "Awake!" subscriber.

Bible study servant warmly and in friendly spirit introduces himself and irregular publisher to householder. He identifies himself as minister who stopped by a short while ago, is recognized and both are invited into the home. Bible study servant explains purpose of call is to be certain that copies of "Awake!" are being received, and that he is especially interested in householder's observations and opinions on magazine.

Householder remarks that he looked over several articles that were interesting. He questions the conclusions of "Awake!" relative to the end of the world. Servant points out necessity of having complete picture of any subject before drawing conclusions or closing mind to something that is not easily understood. In all fairness it would be well to examine authority and references "Awake!" relies on. The Bible is produced and Bible study servant sets householder's mind at ease, stating that "Awake!" does not condemn world on its own premise, but allows Word of God to do judging. He refers to Daniel 2:44, Ecclesiastes 1:4, Isaiah 45:12, 18, and Revelation 16:14-16 to show that destruction of world does not mean end of literal earth, but rather end of wicked system of things and its supporters. As discussion continues, he takes out "Let God Be True" and demonstrates how book searches out scriptures on given subject. He refers to "The End of the World", chapter 21, and continues discussion with material in this chapter. After an hour discussion is brought to pleasant conclusion, Bible study servant mentions that he would like to return next week to take up a few additional points on this subject.

SCENE III (3 min.) Bible study servant discusses the successful back-call with irregular publisher. Advises him to be prepared with a subject in event subscriber does not raise one. Points out that he intends to place "Let God Be True" with subscriber on next week's call and then work right into study. He tells advantages of sharing in this work regularly. Irregular publisher voices appreciation and expresses desire to improve his ministry in this way.

A United Petition for The World Assembly

"Except the LORD build the house, they labour in vain that build it." (Ps. 127:1) This Scriptural principle applies to all activities of the Lord's people in caring for Kingdom matters. Having in mind this fact and the world assembly of Jehovah's witnesses to be held in New York city July 19-26, 1953, properly it may be said, 'Unless the Lord's blessing and favor is upon the multitude of things to be done in connection with preparing the world assembly, they labor in vain that build it.'

Each one of the Lord's people is deeply concerned in the assembly and desires it to be an outstanding milestone this side of Armageddon. The Society prayerfully considers all assembly arrangements before Jehovah and will continue to do so, as counseled at Philippians 4:6 (*NW*): "In everything by prayer and supplication along with thanksgiving let your petitions be made known to God." Knowing that Jehovah delights in the petition of his devoted people everywhere, the Society is inviting all dedicated individuals and companies of Jehovah's witnesses world-wide to unite with us in praying for Jehovah's guidance upon all undertakings in this regard.—Prov. 15:8.

With prayers ascending to Jehovah from all parts of the world in behalf of the assembly itself, our personal arrangements to attend as well as those of our brothers throughout the world, undoubtedly he will be pleased with our united petition and pour out from heaven a manifestation of approval that will result in the greatest of blessing to all of his people.

Not-at-Home Letters

The Society has a quantity of the not-at-home letters left over from the unassigned territory work. A limited supply of these will be sent with each company order until they are gone, and publishers may use them in regular witnessing. This is a splendid letter to leave where people are not at home when you call. Be sure you do not put them in mailboxes, however, as this is contrary to postal regulations.

Pioneer Accounts

All pioneers associated with a company and who still have an active account with the Society are requested to please make an effort to close out their accounts as soon as possible. You will receive a statement shortly. This will save work at the Society's office.

"Triumphant Clean Worship" Witnessing Period

Help Others to Have a Share

[1] The Creator of righteous principles, Jehovah God, requires that we serve him in a clean manner. Through his Word he tells us that triumphant clean worship means walking in a way befitting Christians. (Jas. 1:27, *NW*) It is evident that for one to be a clean worshiper of Jehovah God he must care for those in tribulation who are seeking the way to life. At the same time he must also keep himself from the unclean and wicked ways of Satan's world.

[2] During the month of December we will continue in clean worship by taking to the people three Bible study aids that have been instrumental in setting so many prisoners free and advancing clean worship in the earth. "*Let God Be True*", *What Has Religion Done for Mankind?* and "*This Means Everlasting Life*" will be the offer, on a contribution of $1.50.

[3] In order for clean worship to be triumphant, we must grasp the privilege given us of instructing others, that they also may share and enjoy such worship. In working with these three books, let us be ever mindful of our obligation to call back and lovingly help the people study and appreciate what "the form of worship that is clean" requires of them. Pioneers and company publishers alike should call back on all book placements made in November and December. Keep in mind, too, that right conduct is an integral part of our congregational meetings. Show goodwill persons clean worship in action by inviting them to the company meetings. With friendliness and love give them a taste of what it means to associate with those who put clean worship first in their lives. Fellowship with those of clean minds and hearts makes our grip on the word of life more firm, and it will likewise be a stimulus to those of good will.

[4] Regularity in service helps us maintain clean worship, too. Be determined to be a regular publisher, thus keeping your heart and mind on the triumph of clean worship.

Publications Now Available

Can You Live Forever in Happiness on Earth?—Portuguese
Counsel on Theocratic Organization for Jehovah's Witnesses—Finnish
Evolution versus The New World—French
Freedom in the New World—Fijian
Will Religion Meet the World Crisis?—Afrikaans, Portuguese, Zulu
Songs to Jehovah's Praise—Cinyanja
"*Equipped for Every Good Work*"—Portuguese
"*This Means Everlasting Life*"—Danish

Correspondence Suggestions

(Part 1)

Letters to the Society should be as brief as possible, yet clearly written, with the opening paragraph stating the purpose of the letter. Should the letter relate to previous correspondence, mention this in the opening paragraph, giving the desk symbol and date of the previous correspondence, such as CD October 2, 1952. If a postcard was sent to you by the Society which deals with the subject of your letter, return the card with your letter. The writer should always sign his full name at the close of the letter, not just initials. Do not take it for granted that someone at the Society's office knows you. The company servant should sign all letters from the company, and his signature should certify that he has checked the correspondence and found it correct. Every letter should bear a return address; and company letters should bear the full name of the company and unit (where units exist), such as New York, N.Y., Company, Brooklyn Heights Unit.

Maturity Essential... *(Cont'd)*

their continuance in the way to life. By convention time next year, let us make as our goal: *every publisher regular in the service.* In this way we will attain to the stature of "a full-grown man, to the measure of growth that belongs to the fullness of the Christ".—Eph. 4:13, *NW*.

COMPANY ORGANIZATION

The Company Book Study

[1] The company book study constitutes a group of brothers assembled for Bible study, using one of the Society's books as an aid. It is supervised by the local company organization and presided over by a Society-appointed study conductor. The study can also serve as a field activity center at which service meeting admonition and suggestions are put into practice with the assistance and leadership of the study conductor. The company book study follows the organizational pattern set up by Moses over Israel, so proper attention can be given to the individual, both in study and application.—Ex. 18:22-25.

[2] The progress of the company as a whole is dependent upon the efficient operation of its company book studies. The greatest portion of responsibility falls upon the study conductor. Personal planning and preparation together with zeal and enthusiasm in performance of his duties will bring the desired results. His comments during the study will be brief and he will endeavor to keep the theme of the lesson outstanding. Brief service announcements, such as invitations to Kingdom Hall meetings and service arrangements for the local group during the week, will bring the meeting to a close. The entire meeting will not exceed one hour.

[3] Due consideration should be given to all present and especially to the new interest, as this is the place where they begin to learn and see Jehovah's theocratic organization in operation. All present who can read should be given opportunity to read scriptures not quoted in the paragraphs. Only the better readers should be assigned to read the paragraph sum-ups, one reader per evening. He should be notified a week in advance. The alert conductor will be cognizant of those needing assistance in the field service and will show himself anxious to render personal help. A good conductor will inspire others to action by his own enthusiasm and willingness to render aid.

[4] The importance of the company book study cannot be too strongly emphasized. Through these area studies the Lord has kept his organization intact when the enemy has outlawed the work and closed the Kingdom Halls. Therefore, all publishers should co-operate fully by being regular in attendance and having lessons well prepared. The publisher in whose home the study is held is greatly blessed and should keep the home neat, clean and free from disturbances during the time of meeting. Some have felt it necessary to serve refreshments after the study. This is oftentimes a burden on the householder and therefore none should expect it. Feeding spiritual food and helping others to say "come" is our chief aim. Doing so in a spirit of warm friendliness will guarantee Jehovah's approval.

INFORMANT

DECEMBER, 1952 "Say to the prisoners, Go forth."—Isa. 49:9. BROOKLYN, N. Y.

"Triumphant Clean Worship" Witnessing Period

December Splendid for Three Bound Books

Have You Placed One Set Yet?

[1] Jehovah requires clean worship on the part of his people. Through his King Christ Jesus he has established clean worship in the earth, and the lips of his devoted servants have been cleansed to now sing forth his praises. The result has been the abandonment of the corrupt old world and its false, unclean worship by many thousands of good-will persons. They now join their voices in songs of praise and increasingly appreciate the need for clean worship. Many more thousands will yet join in clean worship before Armageddon's battle establishes the triumph of Jehovah's right worship in all the earth.—Jas. 1:27.

[2] During December all of God's servants will want to share in the united worship of Jehovah by placing with the people three bound books, *What Has Religion Done for Mankind?* "*Let God Be True*" and "*This Means Everlasting Life*", on a contribution of $1.50. If you have not yet placed at least one set, make it your determination to do so in December, by Jehovah's undeserved kindness. These publications forcefully bring home the need for clean worship by all who hope to live under Kingdom rule.

[3] Success in placements will depend much on having a right mental attitude when approaching the people. There is no question that they need the information in these three books! You know that! But are you so convinced yourself that you are ready to convince others? Mature and positive thinking, and your good conscience, will prompt you to present the offer at every door. Stress specific contents of the books. Endeavor to get the householder's viewpoint on some subject, and then show how the books provide an answer. Point out the tremendous circulation of the books as an indication of their recognized value.

[4] Take advantage of the opportunity to reach people in a favorable frame of mind during the holiday period. Placements have always been unusually good on such occasions. Plan group witnessing and enjoy a day of real service in the field. A person could receive no greater blessing than to have placed within his reach this vital information dealing with Jehovah's requirements for clean worship.

[5] To place literature you must go to the people. Therefore do not fail to participate in house-to-house service. Let no timidity cause any publisher to shrink back from presenting the offer. The small contribution asked does not even begin to compare with the great blessings the three books can bring to a righteously disposed person. Where a book placement is not possible, do not forget the possibility of planting a seed through the use of tracts. Homes where placements are made should be marked for a return visit.

[6] Jehovah is building up his organization of clean worshipers. What are we contributing toward the advance of clean worship? Invite other sheep to join with us in singing Jehovah's praises now and thus aid them to be among the clean worshipers to survive into the new earth.

Mature Publishers Use Tracts

Are You Using Tracts to Preach the Good News?

[1] At our recent district assemblies, four additional tracts were released for use in the field. This means that we now have eight timely tracts, covering some of the major doctrines in the Bible, that we can use very effectively in preaching the good news of the Kingdom.

[2] Have you formed the habit of leaving an appropriate tract with persons who show some interest but who do not obtain literature? Are you using them when witnessing to friends and neighbors, and otherwise in incidental preaching? If not, you are missing wonderful opportunities to spread the Kingdom message. Oftentimes the leaving of a tract opens the way for a back-call and further occasion to talk to interested persons about the truth.

[3] By carrying a supply of the tracts with us in all features of the service, we are prepared to leave an additional witness on almost all Bible subjects that might be discussed initially with the people. When we leave them something to read, the oral witness will in most cases be followed up by a private consideration of the subject discussed. In all cases the people will be directed to the only hope, which is Christ's kingdom.

[4] Tracts can be enclosed with letters that we write to friends and relatives in which we give a witness. And, the tract *Hope for the Dead* is just what we need to distribute at funerals conducted by Jehovah's witnesses. A brief announcement can be made at the conclusion of the funeral discourse that copies can be obtained from the usher, or they might be placed on a table near the door for the convenience of all who wish copies. Then, too, a tract or booklet can be given out after public meetings.

[5] Tracts definitely have a role to play in our witnessing. Every publisher should use them to the fullest in 'saying to the prisoners, Go forth!'

Around the World with Jehovah's Witnesses

The "Worship That Is Clean"

If we would share in the triumph of clean worship we individually must clean up and then keep clean. (Jas. 1:27) We may confess Jehovah and honor him with our lips, but that will not assure us life if we deny him and bring reproach upon his name by our course of action. As noted in the 1952 "Yearbook" report on British Honduras, clean worship plays a vital role in the expansion of the Theocracy, for people notice the difference between the conduct of Jehovah's witnesses and of those of the various worldly religious organizations. (95)

The report from Honduras tells us of how one company assisted seven couples to clean up by getting legally married, all of whom are now engaging in the pure worship. (153)

Those taking their stand in Southern Rhodesia likewise appreciate the importance of pure worship. A native there who some months back had expressed the intention of taking to himself another wife was asked by his mistress why he had not done so. He replied that he was studying with Jehovah's witnesses and that they would not let him join if he had more than one wife. (226) Yes, in Africa as elsewhere, the true worship is succeeding where false religion has failed.

The stressing of pure worship at one of the district assemblies in Panama so impressed a person of good will that he was heard to remark: "When I get home I am going to straighten out my affairs, and get properly married so I can be counted as a publisher." (201) Surely the privileges of service and the hope of life in the new world should help us to keep our worship clean and undefiled.

'Strength for All Things'

Saying to the prisoners "Go forth!" requires overcoming obstacles in the strength of Jehovah. As Paul expressed it: "For all things I have the strength by virtue of him who imparts power to me." (Phil. 4:13, NW) Yes, with Jehovah's help we CAN overcome the obstacles in our way, be they travel problems, weather conditions or opposition by the enemy.

One seventy-year-old successful Surinam publisher gets around by means of a dugout canoe. (227, 228) One circuit servant in Newfoundland purchased a small plane so as to be able to reach small, isolated villages in his territory. (179) One Finnish pioneer has ten studies each month, the nearest being 12 and the farthest 22 miles away. In summer he cycles and in winter he skis to his studies. (136)

Is your territory rugged terrain? Is its population widely scattered and highly unstable? Does its temperature get as low as 50 degrees below zero? Does it have steady rains lasting for weeks at a time? Our brothers in Alaska have all such conditions to contend with and yet they were able to report a 29 per cent increase for the 1951 service year. (63, 246)

Strength for all things is also shown by four brothers in Portuguese East Africa who, railroaded to a labor camp, have succeeded in building up a company right within the camp. (197)

Presenting THE GOOD NEWS

To Jewish Persons

Upon noticing a mezuzah (parchment encased in a wooden or metal case or tube) attached to the doorpost, the Kingdom publisher wonders: "What can I say that would arrest the attention of this Jewish person?" After briefly introducing yourself, you might say something to this effect.

"I am calling in the interest of a cultural and world-wide educational work. I am sure you're interested in education, and you want your children to receive the best education possible. Since accurate knowledge can extend one's life, education is really important. You know, of course, that even the mezuzah supports this conclusion when it quotes Deuteronomy 11:13-21, which says that by gaining accurate knowledge of Almighty God's righteous laws and keeping them your days will be multiplied and you will live long upon the earth. Also you will recall the prophet Hosea speaking for God when he said: 'My people are destroyed for the lack of knowledge: because thou hast rejected knowledge, I will also reject thee.'—Hosea 4:6.

"I am sure you will readily agree with me that the religion of Abraham, Isaac and Jacob was based on accurate knowledge and was the one pure religion established by Jehovah God, as described in the Hebrew Scriptures. As an aid to gaining this knowledge the book entitled 'What Has Religion Done for Mankind?' is published. Notice here on page 33 the description of the time when there was one pure religion on the earth. Each paragraph, you will notice, refers you to Scripture citations which you must check with your copy of the Bible. By this means you will gain that desired accurate knowledge of Jehovah God's purposes which really will mean life to you and your family. After a careful analysis of the eleven basic religions on earth today and their accomplishments, this book points to the only pure religion which will survive all other religions on the earth.

"Everyone loves life, and this companion study aid entitled 'This Means Everlasting Life' probes into the subject in detail. It lists the Scripture citations for proof. Since, according to King David in the 100th Psalm, God is our Life-giver, we should permit his Word to be true by letting it be the guiding factor in our life. This third book, entitled 'Let God Be True', will show you how he speaks for himself. These Bible study aids will assist you to gain knowledge and understanding of God's arrangements to restore joy and gladness to people here on the earth, under one nation, by means of a new covenant. (Jer. 31:31-34, *AS*) God is determined to carry out the promises he made to Abraham, Isaac, Jacob, Isaiah and the other faithful men of old. Wouldn't you like to see these promises fulfilled? These three publications, which you may have on a contribution of $1.50, are worth their weight in gold to you in terms of encouragement and hope." (See *Theocratic Aid to Kingdom Publishers*, page 197; June 1, 1952, *Watchtower*, page 326.)

Public Meeting Handbills

In the past the Society has accepted handbill orders from companies for the current series of public talks only. That is what we prefer, because it simplifies the task of printing handbills in the large quantities required. However, some companies run a long series of talks in their Kingdom Hall and would like to have a change of subject, aside from the eight current talks, for the benefit of good-will interest. Henceforth the Society will accept orders for handbill titles for two years preceding the current series if ordered in lots of one thousand or more. It will be permissible to order handbills now for any of the talks in the 1950 and 1951 series (listed below). After the 1953 series starts next spring, handbills may be ordered for any talks of the 1951 and 1952 series, as well as the 1953 series. This will give a little more variety where desired.

"It Is High Time to Awake!"
Who Is Your God?
Have Christendom's Religions Failed?
Hell Used as a Scare
The Pathway to Peace
Preserving Godliness amid World Delinquency
Surviving Global War
"The Truth Shall Make You Free"

(*Continued on page 3, col. 1*)

YOUR SERVICE MEETING

Do not fail to follow through on November-December book placements. A suggestion on how to do it appears in the first demonstration below. Our service should be stimulated by Kingdom songs we sing at meetings. Do you give thought to the words? They are designed to keep heart and mind fixed on progress to maturity, as illustrated in the second demonstration.

SCENE I (3 min.) By demonstration or pantomime the publisher is shown finishing presentation of three books, and householder takes them. Publisher then explains that there are many fine features in this Bible library and perhaps when he is in the area again a few more minutes can be spent talking about them. He explains that the purpose of the work is to aid in understanding the Bible and his second call will be to *find out* if the publications fulfill their purpose. Although the back-call is well planned by the publisher, he makes it appear casual to keep the householder from feeling obligated.

SCENE II (6 min.) Commentator points out that two weeks have elapsed, also that publisher calling back does not start out by asking if books have been read. Rather, he assumes that householder has read "Let God Be True". He is invited in by householder and after a few introductory remarks asks if the scripture index was noticed. He then looks in the index of his book and shows the page references to 2 Corinthians 4:4. He shows householder the text in Bible that states 'the god of this world blinds the minds of the people'. This is puzzling, so he suggests looking up one of the page references to get more information. Householder gets his book and *both look up page 56.* Publisher reads paragraphs 4 and 5 and paraphrases the question to draw householder out. Then householder is asked to read paragraph 6. The question is discussed and point is thoroughly proved that Satan is god of this system of things. The questions in the 7th paragraph are discussed, but publisher looks at his watch and states he has another call to make. He suggests that question as to why a just and loving God permitted Satan to live be put off till next week.

SCENE III (6 min.) One week later. A few friendly remarks are made and publisher refers back to inquiry regarding God's permission of wickedness. They open books to page 57 and begin. Paragraph 8 is read and then discussed through question. Commentator explains that some time has passed and they are now at paragraph 16. The question, "Why has Jehovah *permitted Satan to exist?*" has been completely answered. Householder is satisfied but wants to know what future holds for Satan Commentator then relates how study of chapter is completed. On leaving, publisher comments that most people have much more respect for Almighty God after they find out why he has permitted wickedness. But to know more about Jehovah, publisher suggests they consider chapter on "Who Is Jehovah?" next week Householder agrees. Publisher then says he gets more out of chapter by reading it and looking up scriptures ahead of time. He encourages householder to do likewise. Commentator concludes by pointing out how study was started without formal proposal of study, publisher being prepared for effective back-call and tactful follow-up arrangements.

Value of Kingdom Songs

OPENING (2 min.) Conductor discusses whatever may be weaknesses of company, such as house-to-house work, Bible studies, street work, etc. He mentions value of Kingdom songs in this connection. We sing many songs, based on scriptures. Do we sing them with a real appreciation of what we are singing? Are we actually doers of what we sing? Or is it a formalism as with false religions? How can the songs help us?

SCENE I (4 min.) Publisher looks at three-book offer, comments on merits of each book; but because he failed to place any books the last time he was out he decides offer is not for him. So he stays at home. As he does chores about the house Kingdom song No. 87 comes to his mind. (Here a hidden voice reads or sings verse two, accompanied by piano if possible.) He pauses, goes over words himself, exclaims how well they fit or apply to him. Hurries to meet *group for field service, taking two sets* of three books.

SCENE II (10 min.) A series of scenes (which may be pantomimed) showing publishers doing things incorrectly, with conductor commenting thereon. Then as he points out the right way to do such things, as mentioned in songs 28, 59, 34, 49, 66, etc. (words of song to be sung with accompaniment if possible), light dawns on publisher and he changes to doing things correctly: (1) From rude and tactless house-to-house presentation to kind and gentle (Song 28, verse 2); (2) from fearful street presentation to confident and alert (Song 59, verse 1); (3) from arguing with or ignoring one's brother to showing him love (Song 34, verse 2); (4) from letting worldly cares overcome one to rising above them (Song 49, verse 2); (5) from one-feature publisher to well-balanced publisher engaging in all fields of service (Song 78 verse 3). If time permits, Song 66, verse 3 can be used as a finale.

CLOSING REMARKS (2 min.) Conductor clinches points by showing how profitable it is to know words of Kingdom songs, think of words as we sing, look up scriptures they are based on, make them live, make them more a part of our everyday lives. The scriptures on which they are based will be *more easily remembered*, will strengthen us in time of need.

Public Meeting . . . *(Cont'd)*

Conquering Fear in a Perplexed World

Religion—True and False

Will East Meet West in Peace?

The Peoples' Greatest Need

Critical Times—Why Are They Here?

Evolution and the Bible

The Truth About the Trinity

How Long Would You Like to Live?

Plan Vacations to Attend the World Assembly

"Whatever a man is sowing, this he will also reap." Can a farmer plant seed a few days before harvesttime and reap fruitage? No, he certainly cannot. He must plant seed at the proper time if a crop is to be harvested. Does not this principle apply in planning vacations to theocratic advantage? If an effort to arrange a vacation is first made shortly before the world assembly, the results may be as unfruitful as those experienced by the late-planting farmer. Have you arranged vacation dates so you will be in New York city July 19 to 26, 1953?

Knowing the assembly dates and the number of days required to travel to and from New York, you can arrange your vacation accordingly. The Society announces conventions far in advance so as to give brothers this opportunity to plan their vacations. Has your employer scheduled your vacation during July, 1953? Do not leave the matter to chance. Why not let your employer know your preference for next year? We believe you will find him co-operative, and that he will appreciate your advising him at an early date so he can plan his work.

Now is the time to plant the vacation seed if you want to reap a rich harvest at the world assembly. (However, please do not write to the Society or anyone in New York about rooms or trailer camp until the Society makes announcement on these. It will save us extra work at New York. The *Informant* and *The Watchtower* will make proper announcement in due course.)

Literature Credit Requests

A good many companies that provide literature for pioneers do not forward the Literature Credit Request (SC-53) form regularly. It will help matters greatly, both for the Society and for companies, if the brothers will see to it that these credit requests are forwarded to the Society once each month, not later than the tenth of the month, as stated on the form. Company inventories and accounts will then be more accurate, and the Society's records will be up to date. Be certain to fill out this form completely. Oftentimes the names of pioneers who obtain literature are omitted, making it necessary to return the credit request. Careful co-operation will save time and work.

Fear of the Sovereign Jehovah

Prepare for 15th *Watchtower* Campaign

[1] "Let all the earth fear Jehovah," says the psalmist, and rightly so. (Ps. 33:8, *AS*) We must fear his mighty power and majesty as Sovereign of the universe, and all persons of good will must learn to respect and fear Jehovah. This is the way of life! How can they learn about him? From *The Watchtower*, a foremost proclaimer of Jehovah's sovereignty.

[2] For the fifteenth consecutive year it will be our great joy to present *The Watchtower* to the people in a four-month campaign. The offer, starting January 1, 1953, will be a year's subscription, with a premium of three booklets, for $1. Some may wish to offer both *The Watchtower* and *Awake!* on a subscription basis for $2 a year, with a six-booklet premium.

[3] Will you be prepared this year to effectively present the subscription offer? All companies and each individual minister should begin preparing now. Service meetings should highlight the subscription presentation; all should be encouraged to take part in group witnessing; sufficient magazines should be on hand for work in the field; accounts servants will be ready to receive subscriptions and forward them promptly and correctly (with remittance of 90c for each new subscription); each individual publisher will make personal preparation by study for effective service with the magazines. Whether this is your first *Watchtower* campaign or your fifteenth, you will want to look ahead and prepare for it now. With this *Informant* each company will receive two copies of the Distributors' Magazine Order Blank for increasing your magazine supply, if necessary.

[4] Have you not learned through study of *The Watchtower* to appreciate and fear Jehovah as Sovereign? Then why not give thousands of others the same opportunity? Present *The Watchtower* with enthusiasm!

Company Orders

The following suggestions will help the companies in ordering literature. By checking literature movement on the progressive inventory for previous months of corresponding offers it will aid you in determining how much literature should be ordered. Watch for announcements in the *Informant* for coming campaign offers so you can include this literature in your next order. Check the supply of forms on hand so that any forms needed will be included with the campaign literature. Pioneers and publishers who want some special item that the company does not have in stock should place their order with the stock servant so that it will be sent in with the regular company order. By following the above suggestion frequent and small orders can be avoided. Also, this will assist in making 100-pound shipments, which is the most economical way to ship literature. (See Cost List under heading "100-Pound Shipments".) Please always supply all the information requested at the top of the S-5 Order Blank.

UNITED STATES QUOTA FOR 1953
139,289 Publishers

Monthly Field Service Report

October Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	219	134.6	54.9	6.8
Pioneers	6,743	95.8	33.0	4.5
Co. Pubs.	125,678	9.7	3.3	.5
Total Pubs.	132,640			

Public Meetings Held: 8,619

Correspondence Suggestions
(Part 2)

Envelopes addressed to the Society should always bear the complete return address of the sender. Pioneers are requested to use the pink envelopes provided for their use, as it will avoid additional handling of their mail. If all the correspondence is destined for one particular department, this may be noted in the lower left corner of the envelope, such as: Legal Desk, Convention Desk, Handbill Order, etc. Should a number of items be sent in one envelope, please do not clip, glue, staple or otherwise fasten the correspondence together. There is no objection to including subscriptions, literature orders, handbill orders, remittances and general correspondence, etc., in the same envelope. Be certain, however, that the contents of each envelope are checked carefully before mailing to assure that everything is enclosed.

COMPANY ORGANIZATION

Aided by the District Servant

[1] The district servant assists individuals, companies and circuits to advance Kingdom interests. Tuesday, Wednesday and Thursday of each week he serves at the circuit assembly city or with a company in the circuit requiring special attention. Friday, Saturday and Sunday he serves the circuit assembly.

[2] Generally the district servant will be assigned by the Society to serve the company where the circuit assembly is to be held. Tuesday night he will give a talk to the company. He is to work in the field with publishers Tuesday, Wednesday and Thursday. Assembly matters will require his attention, too, and he works with the circuit servant on these. Demonstrations for the Saturday night activity meeting sometimes require him to visit nearby companies for rehearsals or to enlist the aid of capable brothers.

[3] Should a company in the circuit need special attention, the Society may assign the district servant to visit that company Tuesday, Wednesday and Thursday. In such cases the Society advises both company and district servant of the dates. At an appropriate time he will arrange for a meeting with servants and appointed study conductors, and with the company. At other times he will be occupied in field service with the company. If necessary, he may arrange an additional meeting with servants and/or company and give further counsel. He fills out a report at the end of his visit, discusses it with the servants, gives a copy to the company servant and sends the original to the Society.

[4] At the circuit assembly he takes oversight of the program. In addition to serving on the program and giving attention to assembly matters, he will participate in field work if time is available. He will be glad to discuss company problems with circuit servants, company servants or other individuals, as circumstances may require. He will counsel and aid the circuit servant. Where time permits he will discuss his circuit assembly report with the circuit servant, as well as leave him a copy.

[5] District servants are appointed by the Society to serve others in the theocratic organization. Company publishers, pioneers, servants in the company and circuit servants are encouraged to work closely with the district servant.